

BRIEF INTRO: EMPLOYER BRANDING & EVP

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DEFINITIONS

➤ Wikipedia:

Employer brand denotes an organisation's reputation as an employer.

The term was first used in the early 1990s, and has since become widely adopted by the global management community.

The process of employer branding is concerned with talent attraction, engagement and retention strategies deployed to enhance your company's employer brand.

How would you describe your current brand, in one sentence?

DEFINITIONS

➤ Wikipedia:

Employee Value Proposition (EVP) is the balance of the rewards and benefits that are received by employees in return for their performance at the workplace.

The EVP is an employee-centered approach that is aligned to existing, integrated workforce planning strategies.

An EVP must be unique, relevant and compelling if it is to act as a key driver of talent attraction, engagement and retention.

➤ Why is the EVP increasingly important?