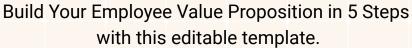


# TEMPLATE

### **EVP FRAMEWORK**





## Step 1 - Align internally

**Goal:** Gather insights and secure alignment across People, Marketing, and Leadership teams.

WHO SHOULD BE INVOLVED IN DEFINING YOUR EVP?

	HR / People Ops		
	Marketing / Communi	cation	
	Leadership		
	Employees (via survey	s or foc	cus groups)
Notes:			
Employee Insight Ougstie	ano.		
Employee Insight Question	DIIS		
What do your poople only	keeps them here	or ma	akes them want to leave?
what do your people say			
Use a few open-ended que	estions:		
	estions:		
		М	OST COMMON RESPONSES
Use a few open-ended que	MPLES		OST COMMON RESPONSES  Takeaway 1 (i.e: Flexibility)
Use a few open-ended que	MPLES  nere?	<b>→</b>	
Use a few open-ended que  QUESTIONS EXAM  What do you love about working h	MPLES  nere? ——  your company? ——	<b>→</b>	Takeaway 1 (i.e: Flexibility)
Use a few open-ended que  QUESTIONS EXAM  What do you love about working h  What makes you proud to work at	MPLES  nere? ——  your company? ——	<b>→</b>	Takeaway 1 (i.e: Flexibility)  Takeaway 2 (i.e: Promote from within)
Use a few open-ended que  QUESTIONS EXAM  What do you love about working h  What makes you proud to work at	MPLES  nere? ——  your company? ——	<b>→</b>	Takeaway 1 (i.e: Flexibility)  Takeaway 2 (i.e: Promote from within)
Use a few open-ended que  QUESTIONS EXAM  What do you love about working h  What makes you proud to work at	nere? —— your company? —— yed?	→ → →	Takeaway 1 (i.e: Flexibility)  Takeaway 2 (i.e: Promote from within)  Takeaway 3 (i.e: Clearer career paths)
Use a few open-ended que  QUESTIONS EXAM  What do you love about working h  What makes you proud to work at  What do you feel could be improve	nere? —— your company? —— yed?	→ → or sur	Takeaway 1 (i.e: Flexibility)  Takeaway 2 (i.e: Promote from within)  Takeaway 3 (i.e: Clearer career paths)

### **Step 2 -** Define Your Core EVP Statement

Goal: Capture your overarching promise to talent in a short, powerful headline.

Template:		
"At [Company Name],	, we so yo	ou can
Example: "At Lumi, we be	elieve in belonging, so you can br	ing your whole self to work."
Your EVP Statemer Write 1-2 sentences	<b>nt:</b> s. Keep it honest, emotional,	and specific.
Goal: Break your EVP	ild Your EVP Pill into 3-5 meaningful, disting	
Fill in your pillars bel		
Pillar Theme	Description	Proof Points / Real Examples
1.		
2.		
3.		
4. (Optional)		

#### **Examples of Pillar Themes:**

Growth & Learning Flexibility & Balance

5. (Optional)

Belonging & Inclusion Purpose & Impact

Recognition & Reward

# **Step 4 -** Tailor to Your Audience Segments

**Goal:** Adjust your messaging based on candidate personas.

TALENT SEGMENT	WHAT THEY CARE ABOUT	EVP EMPHASIS / MESSAGE ANGLE
Gen Z Graduates	Growth, inclusion, purpose	Highlight L&D programs and DEI stories
Working Parents	Flexibility, benefits, support	Focus on remote work, caregiving leave
Senior Experts	Impact, leadership voice	Show strategic projects and autonomy
<b>Step 5 -</b> Ad	ctivate Your E	EVP
<b>oal:</b> Embed your E ourney.	VP into key touchpoints	of the candidate and employee
oal: Embed your Enurney.  RECRUITMENT  Job descriptions inc  Career site structure	MARKETING  Clude EVP language ed around your pillars reflect employee stories	
oal: Embed your Enurney.  RECRUITMENT  Job descriptions inc Career site structure Recruitment videos	MARKETING Clude EVP language ed around your pillars reflect employee stories your culture	of the candidate and employee  NBOARDING & INTERNAL COMMS  Welcome decks include EVP messaging Managers trained to communicate EVP

# Keep Your EVP Alive

**Tip:** Set a reminder to review your EVP every 12–18 months. What's changed in your culture? What's resonating most with employees?

# Summary Checklist

BEFORE YOU LAUNCH, MAKE SURE YOU'VE:			
	Aligned with key internal stakeholders		
	Defined a strong EVP headline		
	Mapped 3-5 compelling EVP pillars		
	Tailored messaging by audience		
	Identified at least 3 activation areas		

### Need a hand?

If you'd like help bringing your EVP to life through campaigns, storytelling, or activation plans, get in touch or explore our **Templates & Tools** hub for more.

