

# TEMPLATE EVP FRAMEWORK

Build Your Employee Value Proposition in 5 Steps  
with this editable template.

## 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 / Communication
- ☐ Leadership
- ☐ Employees (via surveys or focus groups)

Notes:

### Employee Insight Questions

What do your people say keeps them here or makes them want to leave?

Use a few open-ended questions:

#### QUESTIONS EXAMPLES

What do you love about working here?

What makes you proud to work at your company?

What do you feel could be improved?

#### MOST COMMON RESPONSES

Takeaway 1 (i.e: Flexibility)

Takeaway 2 (i.e: Promote from within)

Takeaway 3 (i.e: Clearer career paths)

### Key Takeaway from listening sessions or surveys:

People love our \_\_\_\_\_ and how we \_\_\_\_\_, but want

## 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 you can \_\_\_\_\_”

Example: “At Lumi, we believe in belonging, so you can bring your whole self to work.”

### Your EVP Statement:

Write 1-2 sentences. Keep it honest, emotional, and specific.

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## Step 3 – Build Your EVP Pillars

**Goal:** Break your EVP into 3–5 meaningful, distinct pillars.

Each pillar = one key dimension of your employee experience. Add proof points next to each.

**Fill in your pillars below:**

Pillar Theme	Description	Proof Points / Real Examples
1.		
2.		
3.		
4. <i>(Optional)</i>		
5. <i>(Optional)</i>		

### Examples of Pillar Themes:

Growth & Learning  
Flexibility & Balance

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

**Your priority segments and messaging adjustments:**

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## Step 5 – Activate Your EVP

**Goal:** Embed your EVP into key touchpoints of the candidate and employee journey.

### RECRUITMENT MARKETING

- ☐ Job descriptions include EVP language
- ☐ Career site structured around your pillars
- ☐ Recruitment videos reflect employee stories
- ☐ Social posts amplify your culture

### ONBOARDING & INTERNAL COMMS

- ☐ Welcome decks include EVP messaging
- ☐ Managers trained to communicate EVP
- ☐ Stories and rituals reinforce EVP pillars

### EMPLOYER BRAND CAMPAIGNS

- ☐ Pillars used as themes in content strategy
- ☐ Testimonials aligned with EVP proof points
- ☐ Metrics in place to track resonance

**Activation ideas or next steps:**

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## 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.

