Masterclass: How to communicate your EVP to drive engagement

Please get involved
and ask questions!
Slido.com
#Summit2024

Share the most valuable thing in your EVP

Slido.com
#Summit2024

Leaders that care

Learning Employee networks

Annual leave Lunch provided DEIB

Volunteer time Tech scheme Employee voice

Cycle to work Breakfast and fruit Bring your dog to work

Christmas / holiday party Wellness support Recognition

Development Carry annual leave over Culture

Summer party Free parking for staff Free tea and coffee

ESG Wellbeing allowance Pawternity leave

Maternity / paternity policy Birthday off

Never miss an important family moment

Your Employee Value Proposition isn’t just about what you give, but how you make your people feel.

The 4 EVP Steps

1

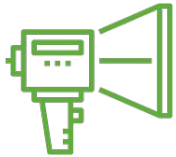
Discover

2

Define

3

Package



4

Promote

Internal Communications

Marketing Basics

Marketing

The process of identifying customer needs, wants and desires and meeting those profitably.

- Chartered Institute of Marketing

HR

The process of identifying employee needs, wants and desires and meeting those profitably.

3 Marketing Pillars

Brand

Needs, wants, desires

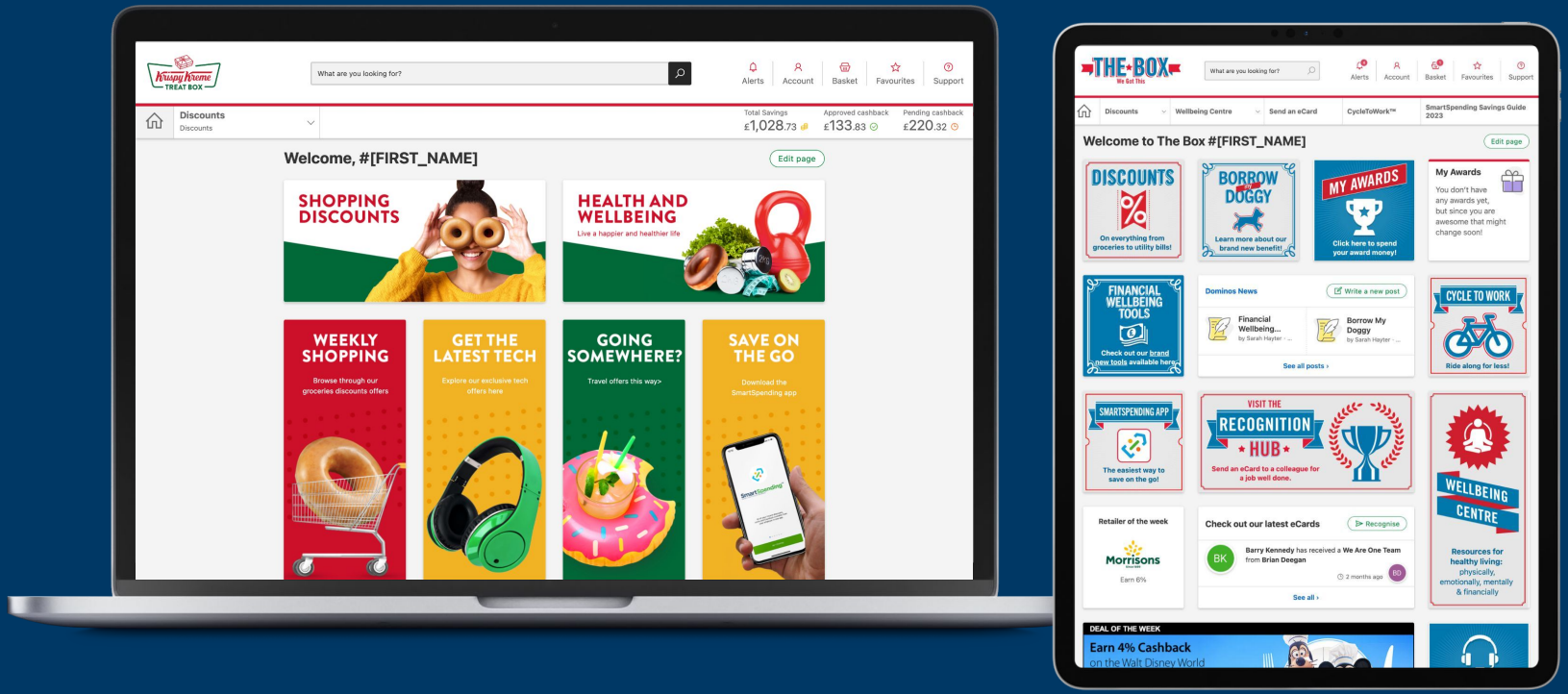
Communication

Create a Brand

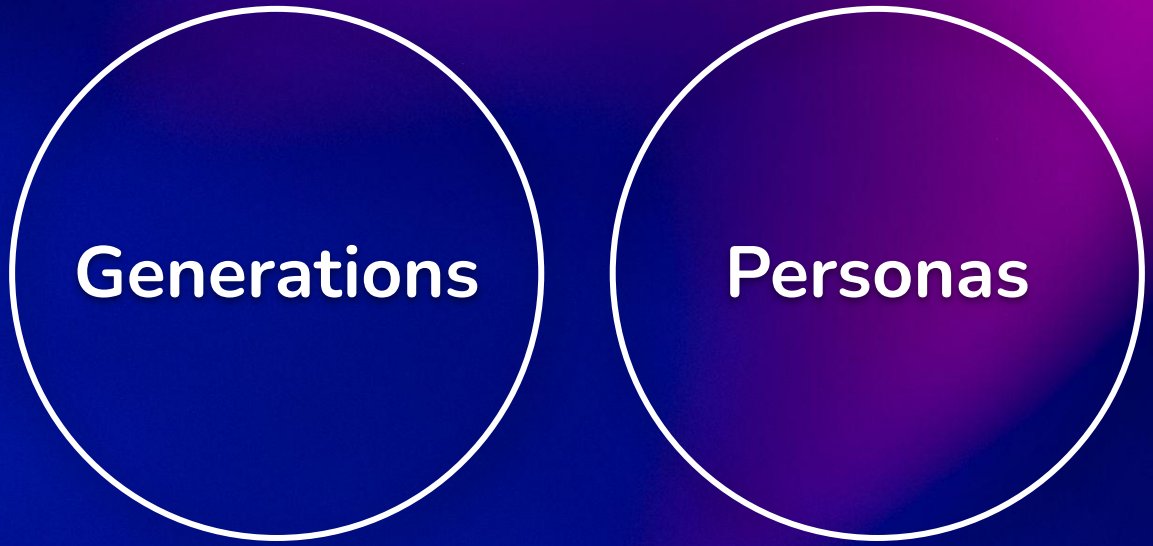
boom!
For RGERs

Here’s some inspiration...

Package your EVP to be distinct, recognisable and on brand



Understand wants, needs and desires



For the first time in history, we have 5 generations in the workplace

Traditionalists

Born
before 1945

Baby Boomers

Born
1946 -1964

Generation X

Born
1965- 1981

Millennials (Generation Y)

Born
1982-1996

Generation Z

Born
1997 to 2009

Source: morganphilips.com

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Generation Alpha

Born
2010 - 2024

Source: morganphilips.com

How do you support individuals at different life stages?

Wellbeing Allowance

Annual allowance to spend on your wellbeing.

Flexible Working

Flexible working culture so you don't miss out on life's important events.

Retirement Bonus

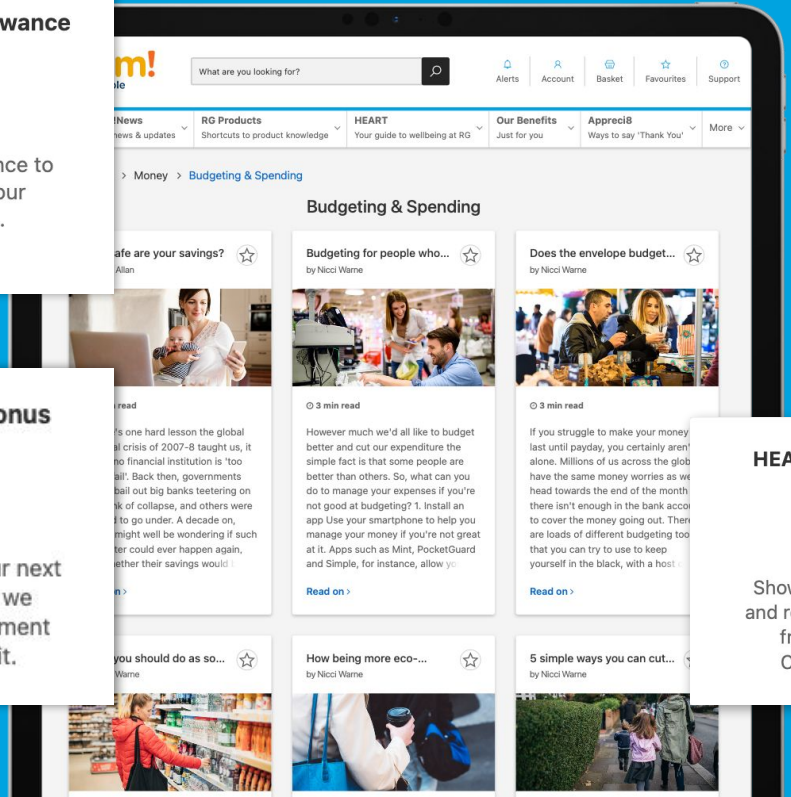
To celebrate your next big life move, we provide a retirement bonus benefit.

Baby Bonus

Bonus paid when you have a baby.

HEART Network

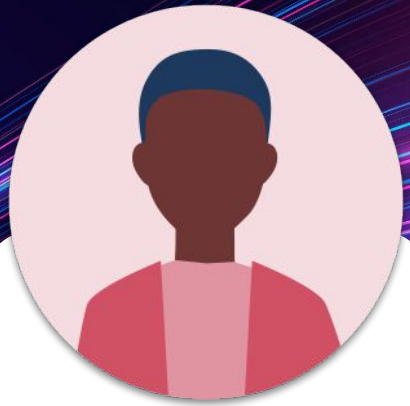
Show your HEART and receive support from the RG Community.



Personas

Overachieving Ollie

Stable Shelley



Travel Tony

Employee Persona Mapping

Over-Achieving Ollie

Goals & Motivations

Frustrations

Skills

Needs

Channels

Tools and Systems

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Over-Achieving Ollie

Goals & Motivations

- Satisfying clients
- Building long standing relations

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- Good interpersonal skills
- Collaborator and team player

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- Lack of communication
- Doesn’t like making unpopular decisions

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- From the role: Sense of belonging and accomplishment
- From others: Recognition, involvement, inclusion

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Channels

- Email
- Intranet

Tools and Systems

- Slack
- Email

Employee Persona Mapping

Stable Shelly

Goals & Motivations

- Inspiring & clear goals
- Completing tasks and tackling projects

Frustrations

- Poor technologies & data
- Lack of management support

Skills

- Deep technical skills & knowledge
- Analytical thinking

Needs

- From the role: Stabilised frameworks, processes, structures
- From Others: Direction stability & consistency

Channels

- Email
- Intranet

Tools and Systems

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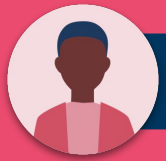
Employee Persona Mapping



Travel Tony

Goals & Motivations

- Variety of work and workplace
- Doing a good job for customers

Frustrations

- Delays to solve current issues
- Can be detached from others and not understanding

Skills

- Getting on with the task at hand
- Making small changes to improve efficiencies

Needs

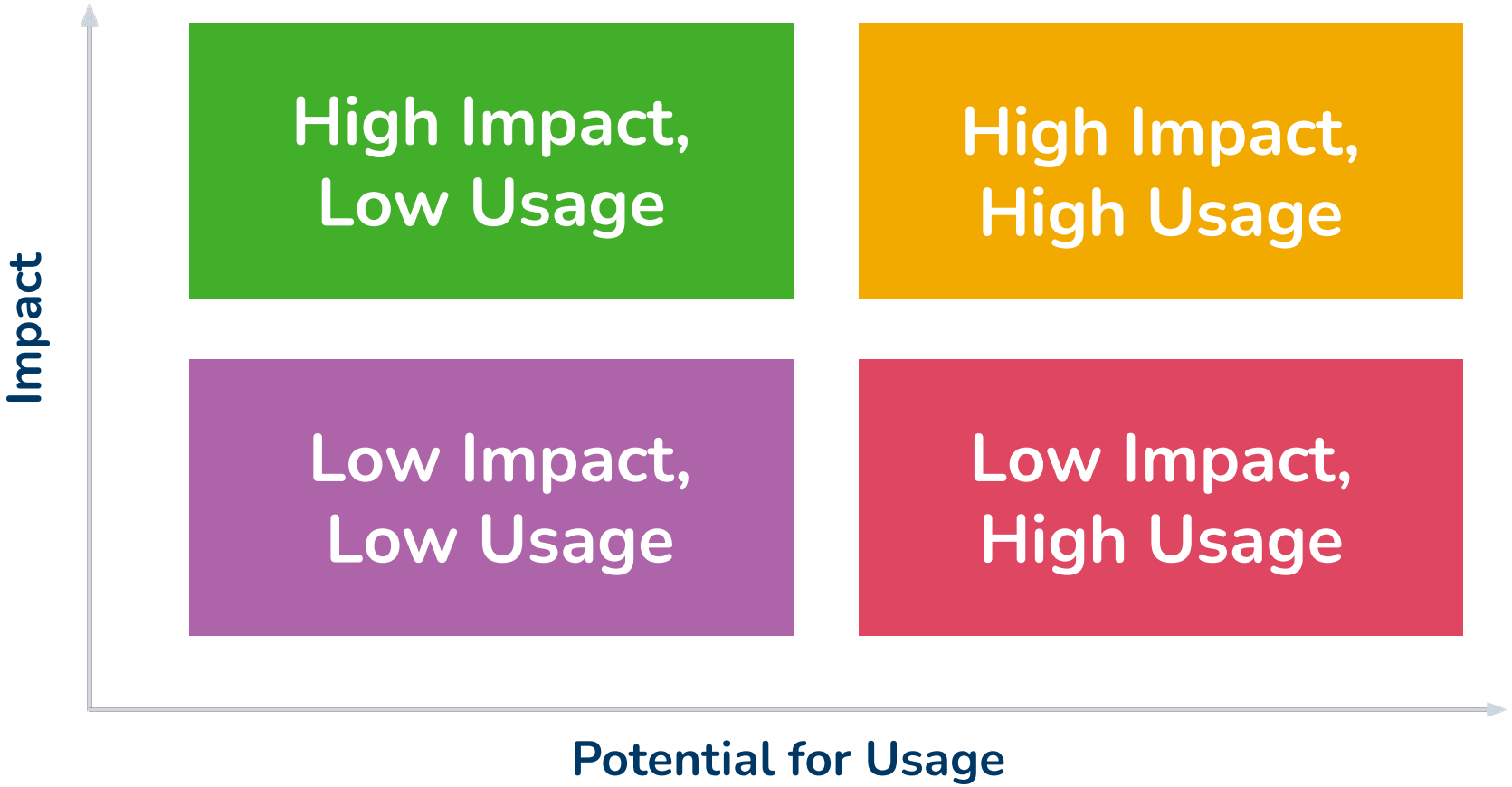
- From the role: Freedom to make decisions
- From others: Praise and recognition

Channels

- Team Meetings
- Notice board at depot

Tools and Systems

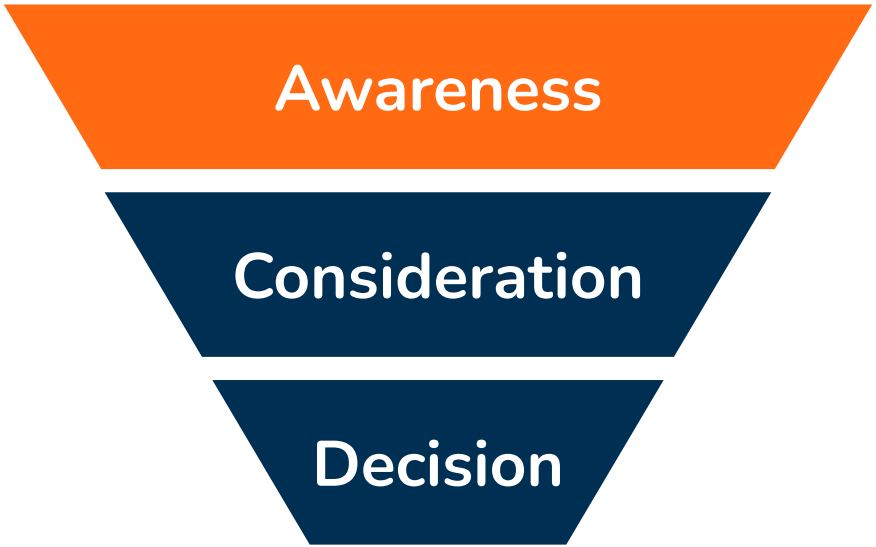
- Phone


High Impact, Low Usage
High Impact, High Usage
Low Impact, Low Usage
Low Impact, High Usage
Impact
Potential for Usage

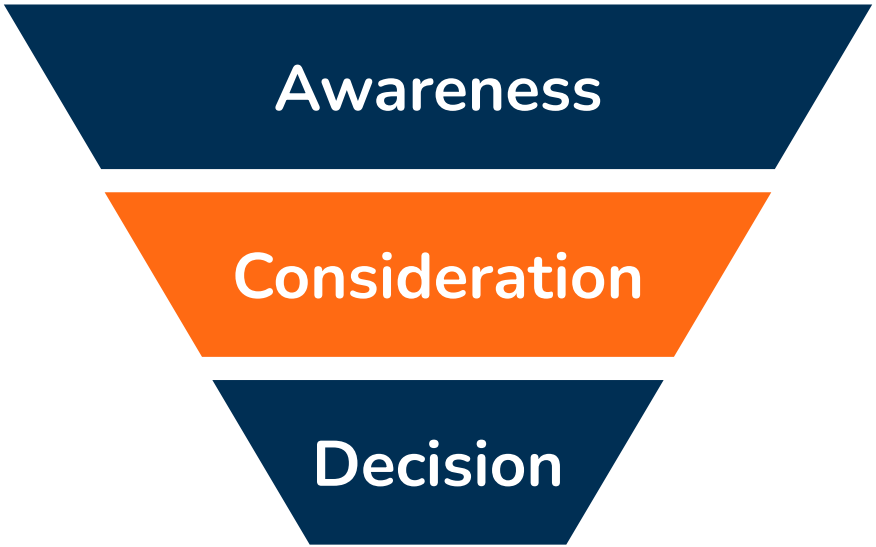
Communication

What?	When?	Where?
Purpose of your communications	Plan when to communicate	What channels

What to communicate



What to communicate



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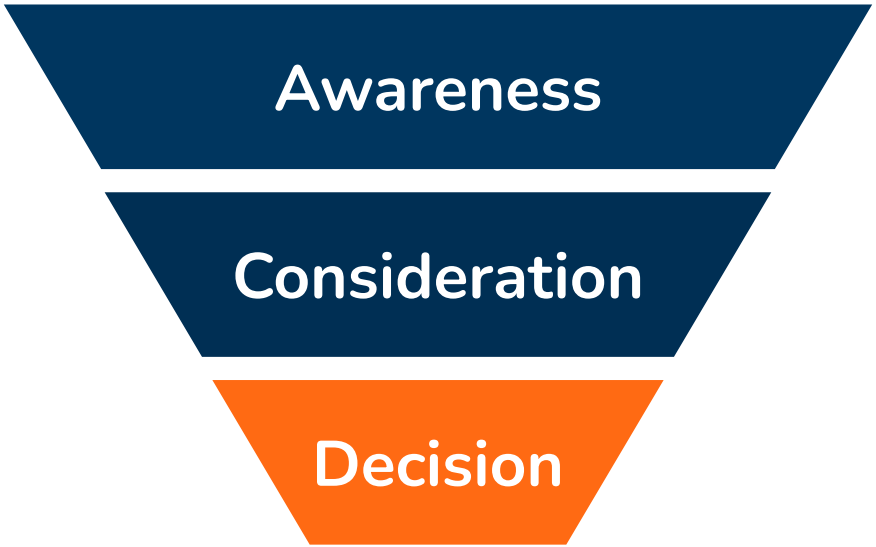

When to communicate

Create a communications calendar for workforce

- Regular weekly features
- National days of interest/celebration
- Campaigns, launches, big events
- Days unique to your organisation

Reward Gateway | Edenred

Your Comprehensive HR Calendar for 2024

rg.co/24Calendar

Download Calendar Here

Get creative with your channels!

Company coverage

Job site reviews:
(e.g. Glassdoor, Indeed)

glassdoor

Employee feedback

Social profile status

Review data to learn and tweak

Platform Data

People Team Data

Organisational Data

Ways to communicate your EVP to drive engagement

Brand	Needs, Wants, Desires	Communication
User Experience (UX)	Employee Advocacy	Leadership & Management buy-in
Data-driven decision making	Look Laterally	Don’t. Stop. Evolving.

SUMMIT
LONDON 2024
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Edenred

Ask the Expert station

Platform MOT

Tree of Inspiration