



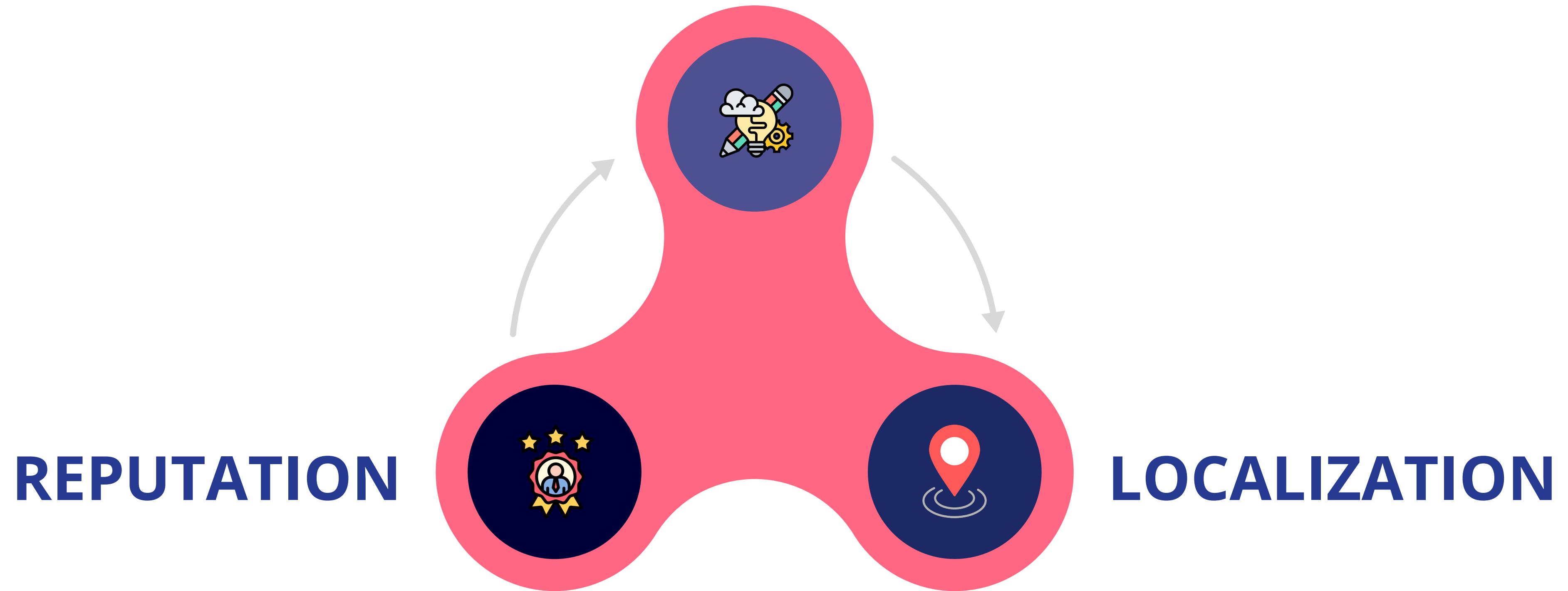
***“The Importance of **EVP**  
in Creating a Strong  
**Employer Brand**”***

CONFIDENTIAL

Future of Work 2023

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# DESIGNING A NARRATIVE



# So, what is Employer Brand?

“The individual perception of what it must be like to work somewhere based on all previous touchpoints and experiences.”

*- James Ellis*

- So, let's go through some simple definitions...



## Employer Branding

REPUTATION  
(WHAT & WHY)



## Employee Value Proposition

GIVE & GET  
(HOW)

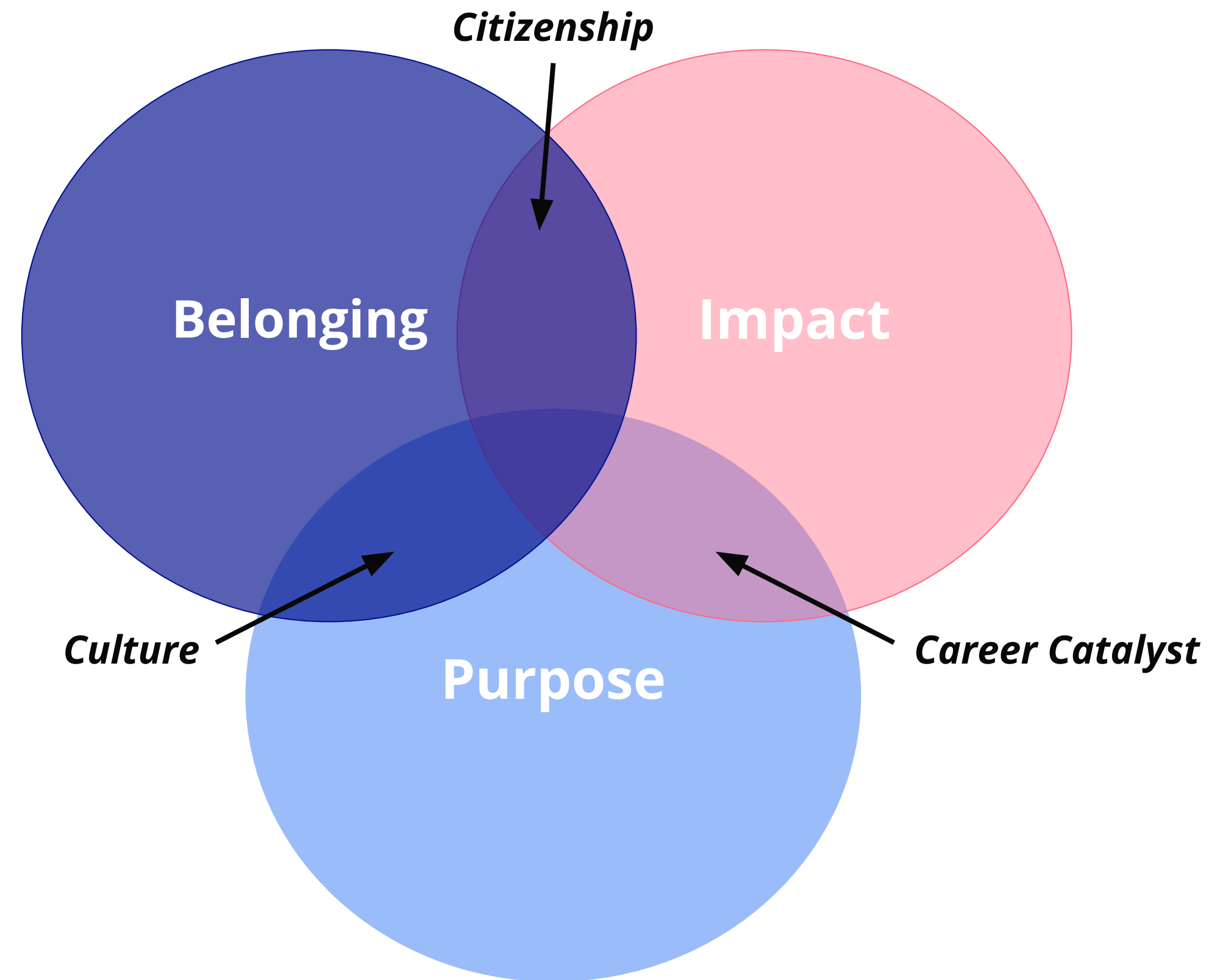


## Talent Experience

WHERE THE REPUTATION & PROPOSITION COMES TO LIFE



# ● The 3 Cs of Reputation



## Citizenship

- Political Voice
- Diversity
- Integrity of Leadership
- Environmentally responsible
- Socially Responsibility
- Supply Chain Management
- Philanthropy

## Culture

- Flexibility & Agility
- Manager Support
- Equity & Inclusion
- Environment
- Benefits
- Data Transparency

## Career Catalyst

- Proof of Career Advancement
- Access to Development
- Challenging work
- External Reputation
- Diversity
- Compensation





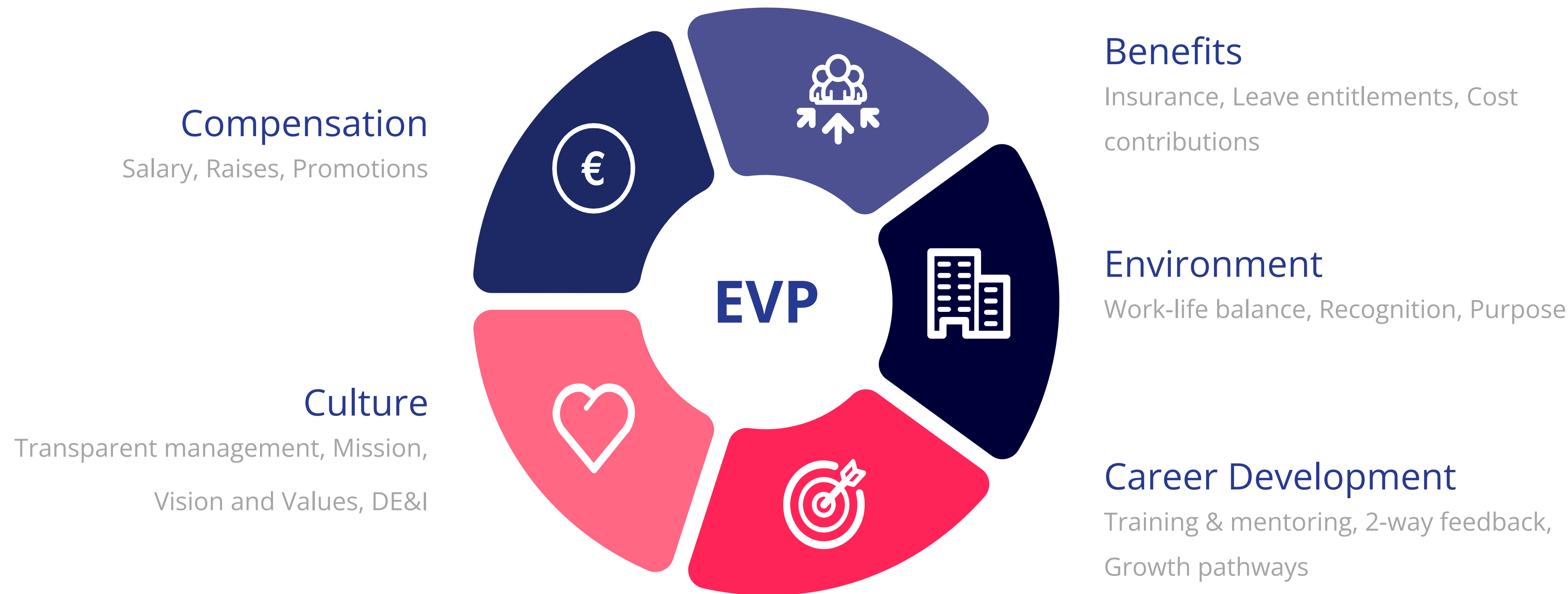
- According to Terminology...



A modern definition of **EVP** is required to be:

*“Employee Value Proposition is an ecosystem of **support, recognition, and values** that an employer provides to employees to achieve their **highest potential at work.**”*

● **The 5 key elements of an EVP**





# ● 5 steps to build your EVP



1

Assess what your currently offer

- EVP development should start with the basics. You must assess **what your company currently is and what it isn't**. You should be clear about your branding.



2

Gather insights from your existing & past employees

- Talk with your **Leadership**, open a **dialogue** and organize **workshops**, run an **internal survey** and ask your **former employees**.
- Scan the **external environment** too.



3

Define the key components of your EVP

- Analyze the data, confirm internally which are the **main pillars** to focus on and choose **3-5** that will be the basis of your **EVP**.



4

Write down your Employee Value Proposition

- Once you've identified how your **company differs from the competition** and what employee experience you can deliver, the next step is to put everything in context.



5

Communicate your EVP through the right channels

- Leverage the different **internal and external communication** channels you're currently using in your organization to get the word out.

...and review!



# Localization

- **EVP is ready! Is that all?**

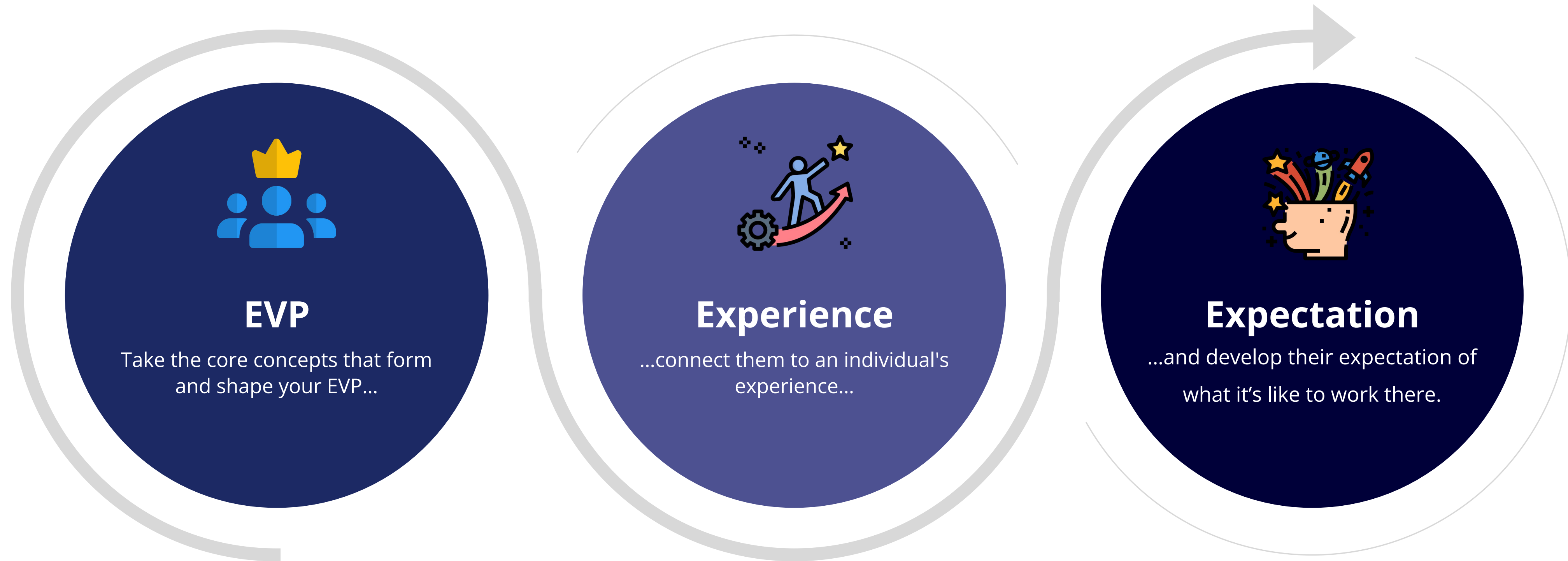
Your **leadership** might think the creation and delivery of your EVP is Employer Branding.

The **real work** (*and the real fun*) comes in the next phase: **localizing the brand** so that the EVP connects more directly to your core audiences.





● So, what is **Localization**?



That process of creating something big and connecting it to **an individual** is called **"Localization"**.

● Let's share an example...



**INNOVATION**

Core element of your EVP

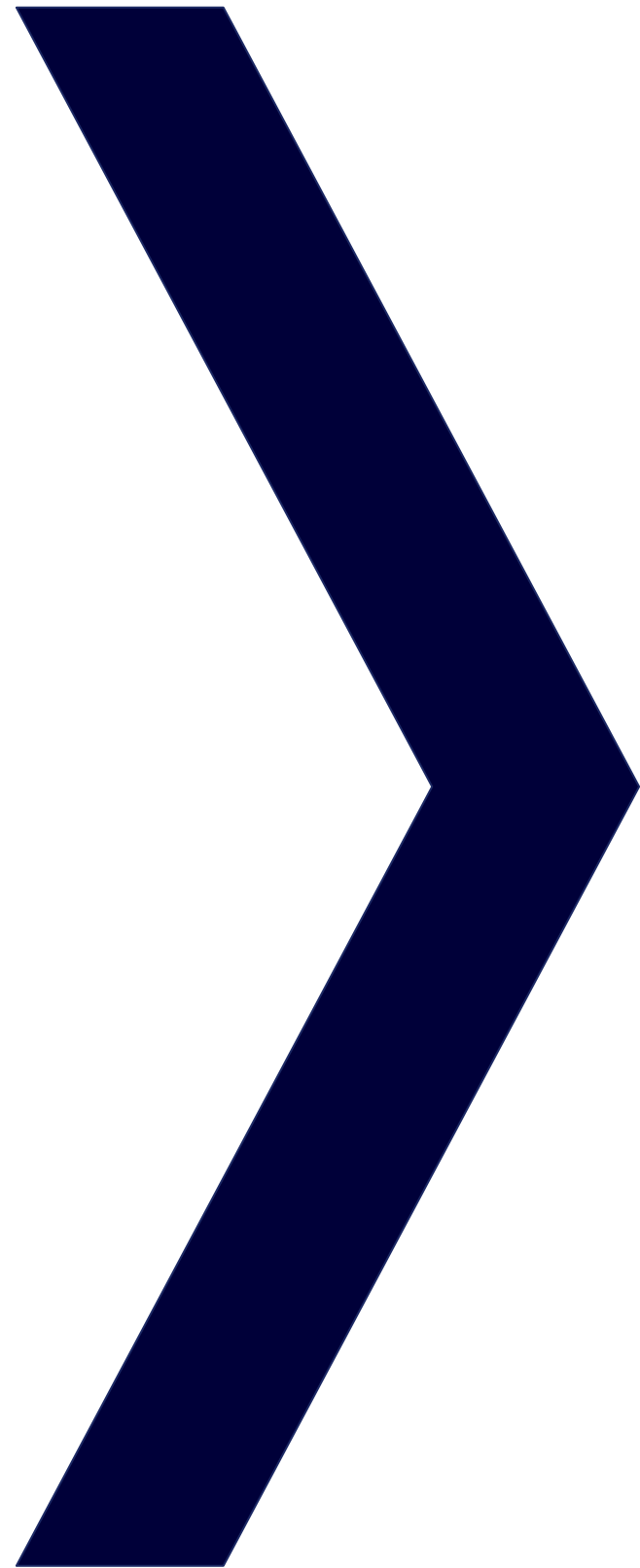
Applies to Developers & Data Analysts

What about Economists?

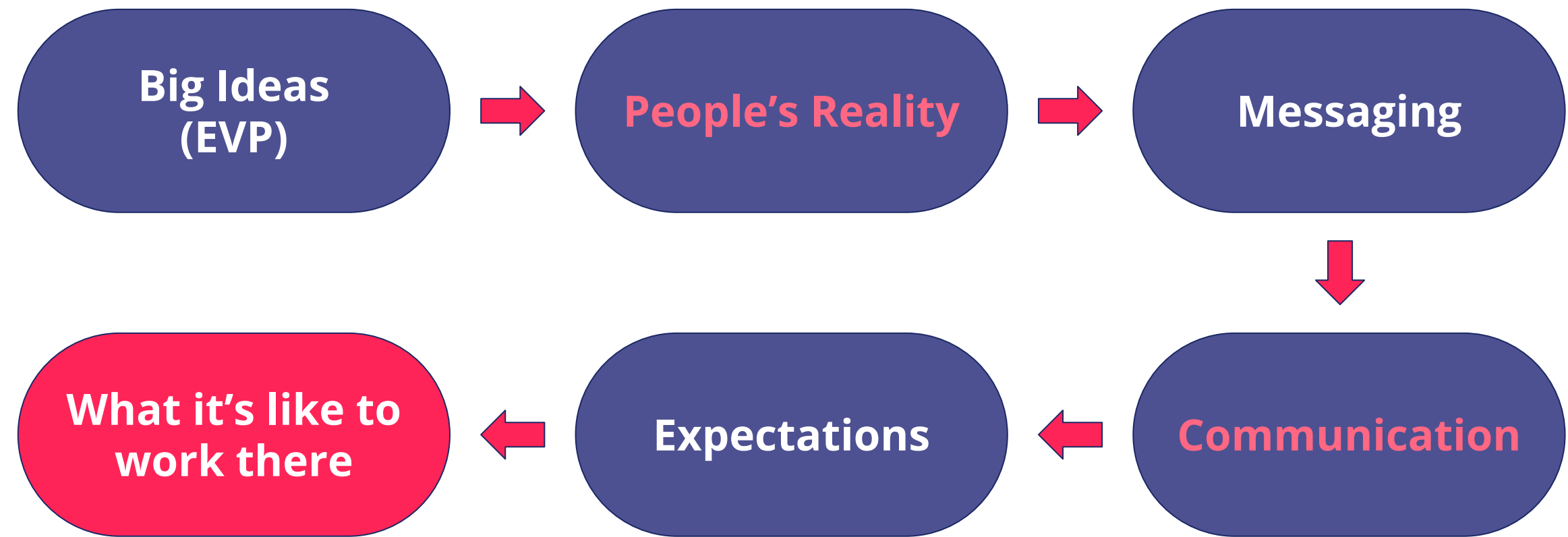
What about Recruiters?

What about Front liners?

etc.



Helping create those connections makes your EVP more **powerful** because it's **credible!**



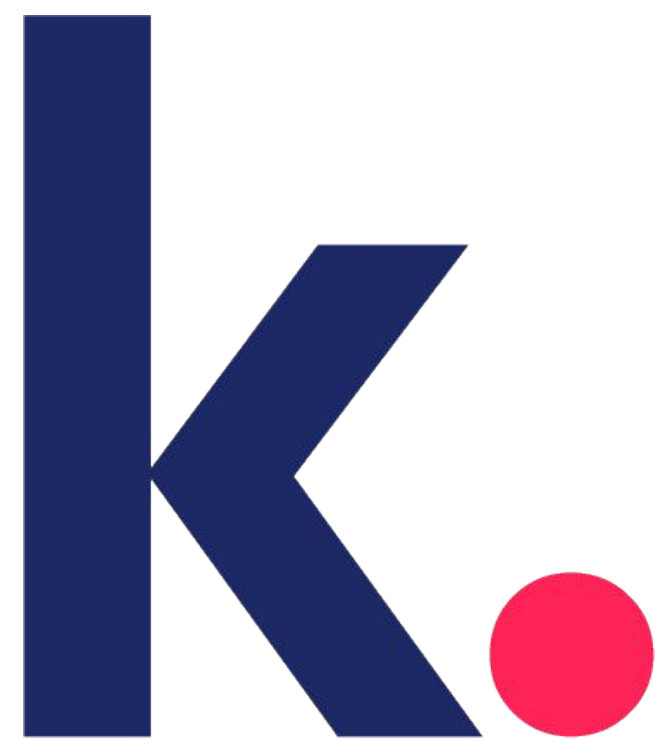
# I'd like to leave you with **3** things:



- 1. Develop your Employer Brand strategy.** Define the roadmap that will take your company from your current state to your wanted future state. Dare to dream big!
- 2. Know your DNA (a.k.a. EVP).** Define what makes your company unique as an employer.
- 3. Create alignment.** Align the employee & candidate experience and all your Employer Brand communication to that DNA.



# Thank you!



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