

## Leadership & Management

# Create a compelling EVP to become a destination employer

## Course Details

### Price

£215.00

### Length

Half day (09:00-12:30)

## Course Overview

The success of any organisation is down to its people. Each employee is a unique individual with their own set of skills, motivations, and aspirations. That's why it's important for your organisation to not only attract top talent but also to retain them by offering something more than just a payslip. This is where your employee value proposition (EVP) comes in.

Your EVP defines the unique value and benefits that people get from working in your organisation – the promise that you make to your people in exchange for their contribution.

Whether you are an HR or communication professional tasked with developing your EVP, or a business owner looking to attract and retain the best people, this interactive course will enable you to learn the key principles and steps involved in creating an impactful EVP and to develop strategies to communicate it internally and externally.

## Course Content

**Flexible learning that works for you**

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- Introduction to the concept of an EVP and why it is important
- The key elements that contribute to an EVP
- Developing your unique EVP – starting with research and analysis
- Crafting your compelling EVP message
- How to launch and communicate your EVP to existing employees
- The channels and platforms for communicating your EVP externally

## Benefits

After attending this course you will have a better understanding of:

- The concept of EVP and its significance in attracting and retaining talent
- The key elements that make up an EVP
- How to develop an EVP that reflects your organisation's culture, value and aspirations
- How to effectively communicate your EVP internally and externally

## Next Steps

If you would like to book a place on this course please click on the **'Book Course'** button to the right of this page and login or register for a user account to complete your booking(s). Any queries please do not hesitate to contact us via [admin@gta.gg](mailto:admin@gta.gg) or call us on 01481 244570.

If no date is scheduled for this course at the present time please click on the **'Register Interest'** button and login or register for a user account so that we can add you to our course interest register. This register allows us to contact our tutors and finalise dates for a course as soon as we have a few people who have expressed their interest, so the more delegates who register their interest, the sooner we can schedule a particular course.