

Employee Value Proposition (EVP) – Hot Topics for 2024

A helpful summary of the latest trends and predictions in EVP to help you attract and retain high quality candidates for the year ahead.

Why is EVP & PVP important for your business?

EVP and what it means for your organisation

A successful Employee Value Proposition will play a key role in an organisation drawing and keeping top talent. It is an opportunity for your business to shine, and showcase why employees should consider working for you. EVP consists of clear and consistent messaging regarding the experience of working for your company, highlighting unique benefits, work culture and more.

What's the difference between EVP and PVP?

While EVP focuses on employees as a whole, Personal Value Proposition (PVP), an evolution of EVP, focuses on a more personalised offering. This more flexible approach is tailored to address employees' diverse needs and aspirations as unique individuals, not just workers. A PVP will clearly outline for colleagues 'what's in it for me' so they feel that it's personal to them. A PVP could see organisations offering personal growth opportunities, flexibility in their work arrangements, and a customised career path that aligns with what motivates an individual.

Why is EVP/PVP Important to your business?



A strong EVP/PVP makes your business stand out. Organisations with a proactively managed EVP experience benefit from:



Sources: Gallup, Mercer, Microsoft, Gartner

What's been trending for EVP's in 2023?

Flexible Work Arrangements:

The demand for flexibility in work schedules and locations has been on the rise. Remote work, flexible hours, and alternative work arrangements have become key components of EVPs, allowing employees to achieve a better work-life balance.

Emphasis on Wellbeing:

Employers are increasingly recognising the importance of employee wellbeing. EVPs often include wellness programs, mental health support, and initiatives that promote a healthy work-life balance, contributing to overall employee satisfaction and productivity.

Continuous Learning and Development:

In a rapidly changing job market, employees value opportunities for continuous learning and skill development. EVPs that prioritise professional growth, training programs, and career advancement resonate well with the modern workforce.

Diversity, Equity, and Inclusion (DE&I):

Diversity and inclusion have become central themes in EVPs. Companies are focusing on creating diverse and inclusive workplaces, and employees are increasingly seeking employers who demonstrate a commitment to DE&I through their policies and practices.

Purpose and Social Responsibility:

Many employees, particularly younger generations, are drawn to companies with a strong sense of purpose and social responsibility. EVPs that highlight a company's commitment to sustainability, corporate social responsibility, and community engagement can attract socially conscious talent.

Technology and Innovation:

In the tech-driven landscape, companies that embrace innovation and provide access to cutting-edge technologies are likely to have a competitive EVP. This includes opportunities to work on innovative projects, access to modern tools, and a tech-friendly work environment.

Customisable Benefits Packages:

Personalisation of benefits is gaining importance. Companies are tailoring benefits packages to meet the individual needs and preferences of employees. This could include a mix of health benefits, financial incentives, and lifestyle perks.

Remote Onboarding and Integration:

With the growth of remote work, companies are incorporating remote onboarding processes into their EVPs. Seamless integration of remote employees, effective communication, and support for virtual collaboration have become critical elements.

Employee Voice and Feedback:

EVPs are increasingly including mechanisms for employee feedback and engagement. Companies value employee input and create channels for employees to voice their opinions, contributing to a more inclusive and transparent workplace culture.

What does 2024 have in store?

The trends of 2023 will roll into 2024 and the focus on 'Employee Experience' (EX) will be a key focus linking back into EVP.

Employee experience is looking at the whole employee lifecycle from recruitment, pre and onboarding, day to day and professional development through to an employee leaving the business. So, what's evolving and what's key for the year ahead? We've collated some of the hot topics:

Recognition and feedback

According to [Work Human](#) companies that consistently recognise employees during the year have better rates of long-term employee retention and morale. Carrying out internal employee experience surveys and analysing this data can help leaders spot trends and make key decisions on future EVP plans.

The physical environment

Whilst Covid-19 changed the landscape of where people work, it is suggested even more employers will be adopting a hybrid model of a split between home working and the benefits

of working in an office face to face. Office layout, amenities, technology and tools that help employees do their job will be observed.

ESG – Environmental, Social and Governance Research suggests that 40% of employees would seek out a new role if they thought their organisation wasn't doing enough about ESG issues.

Employees are continuously paying more attention to organisations' social footprint. In a highly competitive job market, talented candidates seek not only employers who share their values and commitment to sustainability, but also roles which allow them to make a difference and contribute to a positive impact in the world.

Your activities need to be aligned with your business strategy, so it makes sense to potential and existing employees.

AI We have seen the rapid advancement in AI and rise of tools like ChatGPT. Our parent company The Adecco Group conducted a global Future at Work study on [Navigating AI](#) to look at how employees feel about this rapid change. Technology is set to be a greater part of the employee experience and 62% of 30,000 workers surveyed felt that AI will have a positive impact on their job.



A workplace that supports productivity and wellbeing.

We asked 4,600 people in an online poll their preference for a work location:



EVP: What employees are looking for

<p>Financial Rewards</p> <ul style="list-style-type: none"> Competitive basic pay Salary reviews Transparent evaluation Performance based rewards 	<p>Benefits</p> <ul style="list-style-type: none"> Additional non-statutory days off Enhanced annual leave Private medical cover Enhanced pension scheme Investment in personal growth & development Flexible work schedule Enhanced family leave 	<p>Career</p> <ul style="list-style-type: none"> Opportunity for progression Upskilling Coaching and training Professional qualification Tailored and inclusive learning Evaluation and feedback 	<p>Work Environment</p> <ul style="list-style-type: none"> Office design and layout Sustainable practices Providing the right tools for the job Utilise modern technology Wellbeing focus 	<p>Culture</p> <ul style="list-style-type: none"> Collaboration and camaraderie Employee satisfaction feedback and action Access to wellbeing support Social responsibility Understanding purpose within the organisation DE&I
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Use the EVP Wheel to develop your EVP/PVP plans for the year ahead

