

# Linking Your EVP To Measurable Results

Without a formal employee value proposition (EVP) or employer brand (EB), attracting—and retaining—great employees is a challenge many top brands are facing today. The good news? There's more opportunity than ever to define what makes your brand different from the rest and impact measurable business results along the way.

To learn more about how BI WORLDWIDE can help formalize your EVP and employer brand visit [biworldwide.com](http://biworldwide.com) or email [info@biworldwide.com](mailto:info@biworldwide.com)

## CHALLENGE #1: ATTRACTION



75% of what a candidate knows about you happens **before they apply** for a job.

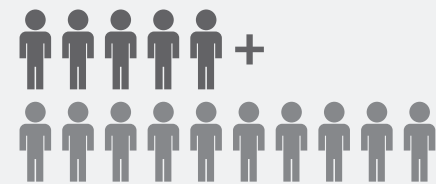
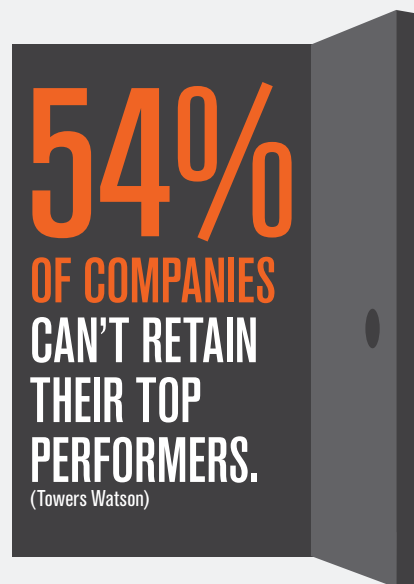
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50% of **recruiters** don't understand their own employer brand.

48% of **employees** don't know what their employer wants to be known for.

(Aon Hewitt)

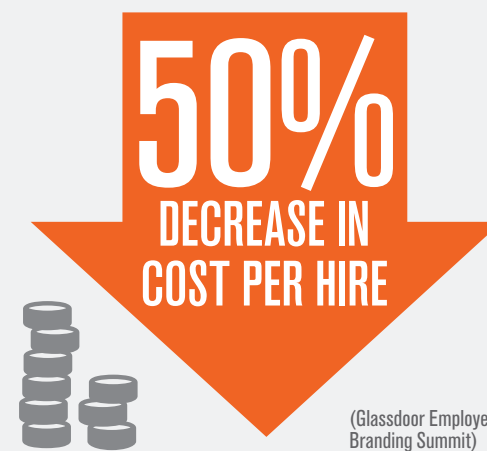
## CHALLENGE #2: RETENTION



If employees are **not recognized** for their brand behaviors in the first 4 months, they actively begin to disengage. (Dr. Brad Shuck)

## OPPORTUNITIES

COMPANIES WITH  
STRONG, DEFINED EVPs  
& EMPLOYER BRANDS HAVE A



83% of **companies** believe their employer brand perception significantly impacts their ability to hire. (Glassdoor Employer Branding Summit)



BIW clients see a **boost in recruitment** of applicants more closely aligned with a company's values. (BIW client results\*)

COMPANIES  
OUTPERFORM  
THOSE WHO DON'T HAVE  
A FORMAL EVP & EB BY



Companies that align their EVP and CVP see **36% 5 year growth**. (LinkedIn)



2 in 3 employees will accept a **lower salary** if they are inspired by your brand. (Glassdoor Employer Branding Summit)

Each incremental percentage of employees who become engaged predicts **0.6% growth in sales**. (Aon Hewitt)

BIW clients have seen **improvements in turnover** ranging from reductions of 10%–70%. (BIW client results\*)



EMPOWERED

BIW clients have seen post survey results of 95% EVP recall. **98%** of those employees say they feel empowered to be their best self. (BIW client results\*)

(BIW client results\*)



Employees who fit your organization are **6x more likely to stay**. (BIW Research)

COMPANIES WITH  
HIGHLY ENGAGED  
EMPLOYEES SCORE  
BETWEEN



BIW clients see improved KPIs for customer experience including:

- ★ Higher product quality
- ★ Greater accuracy
- ★ Decreased production time
- ★ Increase in employee responsiveness

(BIW client results\*)

