

Alpha Advisory Group

Improve Your Talent Acquisition Outcomes with a Compelling Employee Value Proposition (EVP)

We help to develop a compelling **Employee Value Proposition (EVP)** that includes your unique set of benefits and offerings in exchange for the skills, capabilities, mindset and experiences you need to drive your organization forward. When done right, an EVP helps you attract and retain the right individuals and build a committed and motivated workforce.

An effective EVP captures the employee experience and conveys a sense of **purpose, belonging and connection** to prospective employees:

- Authentic to your culture and people
- Gives clarity on expectations
- Supports professional goals
- Considers the total person

Attributes to Understand & Consider for Your EVP



Business Model & Health

Financial performance and competitiveness, vision and growth strategy



Culture

Work environment, people and personal relationships, leadership style



Mission, Values & Operating Principles

Alignment with personal values



Career Development

Training, promotions, mentoring



Compensation & Benefits

Salary and incentive plans, health insurance, retirement



Work-Life Balance

Flexibility, time-off, work from home

Speak to an Alpha Advisory Group expert to inquire about our services or to engage us:
[312.445.2870](tel:312.445.2870) or info@alphaADVgroup.com

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Alpha's Process to Create a Compelling EVP

Our proven 6-week engagement is led by an experienced senior-level team to ensure your EVP reflects your organization's most compelling attributes.



RESEARCH

We conduct an industry audit to understand the best EVPs in your space and our target to outshine your competitors.



ASSESS

We survey your employees to identify compelling hallmarks that define the employee experience.



ANALYZE

We distill our findings from the audit and interviews into key insights that form the basis for the EVP creative.



MESSAGE

We identify and create your employer brand options including headline, key messages and imagery.



EXECUTE

We create the assets for your external channels including social media and recruitment materials.

According to a 2024 LinkedIn survey, **70% of talent professionals said hiring has become more difficult over the past two years.** Alpha's expertise ensures you stand out from your competitors to attract and retain top talent.

About Alpha Advisory Group

Alpha Advisory Group, which includes its subsidiary Alpha IR Group (collectively "Alpha"), is a premier C-Suite advisory firm that brings deep sector expertise and senior-driven programs focused on clients' most critical stakeholders. Alpha is the right choice to manage clients' reputations, credibility, and ultimately, their corporate and investment brands.

What We Do

Our work includes strategic investor relations consulting, IR program management, corporate communications and reputation advisory, as well as transactions, crises, and special situations counsel.

Where to Find Us

The firm is headquartered in Chicago, with offices in New York, Boston, and Dallas.