



EVP Benchmarking

**How
do you
measure
up?**



**human
capital
management
solutions** *pty ltd*

EVP Benchmarking Service

Key Questions

1. Do you want to benchmark your employment value proposition (EVP) against your competitors?
2. Do you want to target your EVP messages to attract key skill areas?
3. Do you want to attract and retain high quality talent?

HCMS's innovative EVP Benchmarking service compares your internal EVP to the market, enabling you to benchmark your organisation against industry. The key outcome of this service is to improve your employment brand and differentiate yourselves from competitors to enable you to attract and retain high quality talent.

Stage 1: Desktop Research

Competitive Market
Intelligence
Best Practices EVP
Information
Benchmarking

Stage 2: External Market Research

Understand
Market EVP
Best Practices
EVP Information

Stage 3: Internal Engagement

Identify
Organisational EVP
Identify Capability
Specific EVP
Confirm EVP Findings

Key Benefits

Greater ROI for your attraction dollar
Improved attraction and retention of talent
Increased productivity

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