

# Employer Value Proposition (EVP) Worksheet

This worksheet is designed to help HR managers in mining companies build a compelling Employer Value Proposition (EVP) from scratch. By working through these exercises, you'll identify your company's key strengths, values, and unique offerings to attract and retain top talent in the mining industry.

## Step 1: Define Your Company's Identity

Answer the following questions to clarify your company's core identity:

- What is your company's mission and vision?
- What are your company's core values?
- How does your company differentiate itself from competitors in the mining industry?
- What are employees saying about working at your company? (Conduct internal surveys or gather testimonials.)

**Action Item:** Summarise your company's core identity in a brief statement.

## Step 2: Assess Your Company's Stability and Reputation

Stability and reputation are key factors for job seekers in the mining industry. Consider the following:

- What is your company's financial health? (Profitability, balance sheet strength, growth trajectory)
- What are the life-of-mine projections for your key assets?
- How long has your company been in operation?
- What geographic locations do you operate in, and how do they impact job stability?
- How does your company ensure safety and compliance with industry regulations?

**Action Item:** Write a short paragraph that highlights your company's stability and long-term growth.

## Step 3: Identify Career Growth and Development Opportunities

Employees are drawn to companies that invest in their professional development. Answer the

following:

- What career paths exist within your company?
- What training, mentorship, or leadership development programs are available?
- How does your company support employee upskilling and certification?
- What internal promotion opportunities exist?
- Can employees transition to different roles, projects, or locations within the company?

**Action Item:** Create a bullet-point list of career development opportunities and how they benefit employees.

## Step 4: Define Your Workplace Culture

Workplace culture significantly impacts employee satisfaction and retention. Consider:

- How does your company promote a positive and inclusive workplace?
- What initiatives exist for employee engagement and recognition?
- What perks or benefits contribute to a great work environment?
- How do employees describe the culture in internal feedback or exit interviews?

**Action Item:** Write a concise statement describing your workplace culture.

## Step 5: Develop Your Employee Brand Messaging

Now that you've defined key aspects of your EVP, it's time to create messaging that will appeal to job seekers. Answer the following:

- What three key messages do you want prospective employees to associate with your company?
- How can you showcase these messages in job postings, recruitment materials, and social media?
- Which employee success stories can you highlight to strengthen your brand messaging?

**Action Item:** Draft three key EVP messages and identify where they will be communicated.

## Step 6: Implement and Promote Your EVP

Once you have a strong EVP, ensure it is consistently applied across all recruitment and employee engagement efforts. Consider:

- How will you incorporate EVP messaging into job descriptions?
- How will you train hiring managers and recruiters to communicate EVP effectively?

- What platforms (website, LinkedIn, conferences) will you use to promote your employer brand?
- How can current employees become brand ambassadors?

**Action Item:** Outline an action plan for rolling out your EVP across various recruitment and engagement channels.

## Step 7: Measure and Improve Your EVP

A strong EVP requires continuous evaluation and refinement. Answer the following:

- How will you track employee retention and engagement metrics?
- What feedback mechanisms (employee surveys, focus groups) will you use?
- How will you update EVP messaging based on feedback and industry trends?

**Action Item:** Set KPIs for measuring EVP success and define a process for continuous improvement.

A well-crafted EVP helps you attract and retain the best talent in the industry. By completing this worksheet, you've built a foundation for strengthening your employer brand and making your company a top choice for job seekers. Regularly review and refine your EVP to keep it relevant and competitive.