



34 Questions to Ask Your Team to Define Your Employer Value Proposition

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 **PROACTIVE**
TALENT STRATEGIES

What is an EVP?

An employer value proposition (EVP) is a set of characteristics that define your brand and differentiate you from competitors. It's the value a company gives to both their candidates and employees throughout their entire lifecycle—from the interview process to overall employee experience to the way a former employee talks about your company when they move on to another opportunity.

Think of it as an internal mission statement for your employees.

Why Do You Need It?

Your EVP will help you with recruiting, hiring, and creating a great employee experience. Employers who invest in developing their EVP will see an increased talent pool, better employee engagement, and a consistent brand message to relevant and important target groups.

Some Inspiration for You

“ We’re building a company people love. A company that will stand the test of time. So we invest in our people, and optimize for your long term happiness.” — Hubspot

“ At Goldman Sachs, you will make an impact.” — Goldman Sachs

“ Oh what fun. Hop in.” — Target

So, How Do You Get Started?

You can derive common stories, values, and themes from interviewing your employees. After all, they are the ones who live and breathe your EVP on a daily basis.

1. Find a tool to survey your employees
2. Use the 34 sample questions below to help build your survey
3. Analyze survey results
4. Define your EVP

Sample Questions

Development & Retention

Responses: Strongly Agree, Agree, Neither Agree Nor Disagree, Disagree, Strongly Disagree

1. My team has the knowledge and skills necessary to accomplish organizational goals.
2. My work unit is able to recruit people with the right skills.
3. Physical conditions allow employees to perform their jobs well.
4. Supervisors/team leaders in my work support employee development.
5. Training is provided at regular intervals.

Performance Culture

Responses: Strongly Agree, Agree, Neither Agree Nor Disagree, Disagree, Strongly Disagree

6. Pay raises depend on how well employees perform their jobs.
7. My performance appraisal is a fair reflection of my performance.
8. Discussions with my supervisor/team leader about my performance are worthwhile.
9. Managers/supervisors/team leaders work well with employees of different backgrounds.
10. My supervisor supports my need to balance work and family issues.

Leadership

Responses: Strongly Agree, Agree, Neither Agree Nor Disagree, Disagree, Strongly Disagree

11. In my organization, leaders generate high levels of motivation and commitment in the workforce.
12. Employees are protected from health and safety hazards on the job.
13. Employees have a feeling of personal empowerment with respect to work processes.
14. Managers communicate the goals and priorities of the organization.
15. My organization has prepared employees for potential security threats.

Job Satisfaction: How Satisfied Are You With Your Job?

Responses: Very Satisfied, Satisfied, Neutral, Dissatisfied, Very Dissatisfied

16. How satisfied are you with the information you receive from management on what's going on in your organization?
17. How satisfied are you with your opportunity to get a better job in your organization?
18. How satisfied are you with the recognition you receive for doing a good job?
19. How satisfied are you with the policies and practices of your senior leaders?
20. How satisfied are you with the training you receive for your present job?

Hiring Process

Open-ended questions.

21. How did you first hear about your job opening?
22. Were you contacted by a recruiter?
23. How many interviews did you have before being hired?
24. About how long were you in training before you were on your own?

Company Values

Open-ended questions. You should list your company values before employees answer this question so they can be top-of-mind.

25. How well do you feel the company demonstrates these values daily?
26. Do you feel that the company and its supervisors are determined to help drive business goals?
27. What values are important to you at a job?
28. How do you experience those values here?

Company Experience

Open-ended questions.

29. What are your biggest motivators at work?
30. What's different about our company compared to others you've worked for?
31. What do you think are the company's most meaningful traditions or office experiences?
32. What qualities do people need to be successful here?
33. What work are you most proud of?
34. What are your favorite parts about your job, the team, and the workspace?



Proactive Talent Strategies, LLC is a modern talent acquisition consulting company focused on helping organizations optimize their recruiting and employer branding strategies to deliver real results to real employers all over the world. We specialize in everything from Employer Branding, Recruiting Optimization, OnDemand Recruiting™ and Training to Recruiting Video Production and Advisory.

Their mission is to help companies evolve the way they recruit. Using the right technology, process, and messaging aligned to their goals and shared values, our clients are armed with the tools they need to effectively attract and hire the right culture-fit talent.



The Muse helps people navigate every stage of their career. We offer expert advice, and an innovative job search experience that's actually engaging and doesn't suck.

For the companies that work with us, we help them recruit top talent from a large and diverse pool of qualified candidates by showing our millions of readers what it's like to work at a company before they even apply.

For our members, we provide valuable career advice alongside a personalized and simple job search that helps them discover roles and companies that are a perfect fit.