

Employee Value Proposition Consulting

Harness the knowledge of industry experts and set your employer brand apart

In 2024, U.S. employee engagement dropped to only 31% — its lowest point in more than a decade, according to Gallup. And when high employee turnover and disengagement threaten business success, it's vital for organizations to quickly prove their brand value to current and prospective employees in the market. But where do you start?

TalentNeuron's expert consultants draw on decades of HR and consulting experience to help employers design, deliver, measure, and manage cost-effective, compelling, and authentic employee value propositions (EVPs).



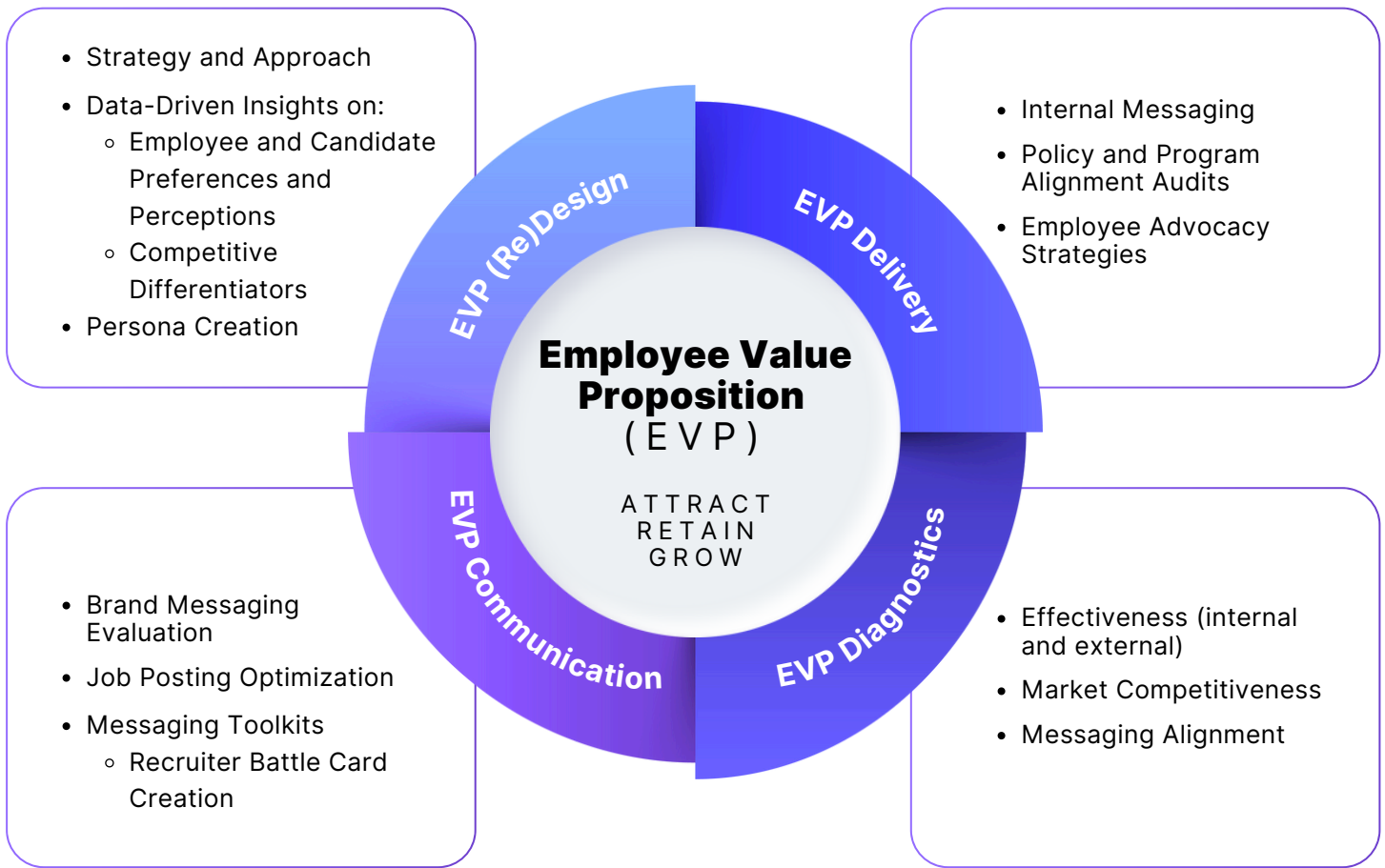
With EVP consulting, you can:

- Identify what matters most to current and prospective employees — across functions, regions, and levels.
- Translate insight into action by co-developing a clear, differentiated EVP that reflects unique strengths, aligns with business strategy, and resonates with priority talent segments.
- Weave your EVP into every stage of the candidate/employee experience — from employer branding to recruitment marketing to internal communications.
- Take your EVP to market with impactful language and a long-term strategy.



Answer questions such as:

- What do our high-priority talent segments care about when choosing between employers?
- Do candidate/employee perceptions change based on role, geography, and tenure differences?
- How is our employer brand perceived versus our market competitors'?
- What can internal associates (new hires, long-term employees, and former employees) tell us about our EVP?
- How can we play into organizational strengths and correct (or outweigh) shortcomings with an authentic EVP?

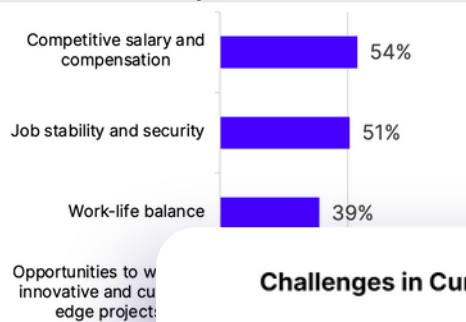


Understand key talent preferences and perceptions

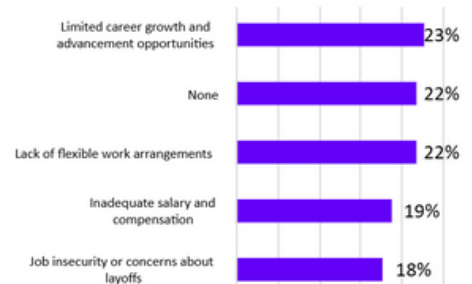
You can't deliver a meaningful value proposition if you don't know what key talent segments need to see from an employer. Receive data-driven insight to sharpen attraction and retention strategies and compete more effectively in a high-stakes labor market. We will:

- Use proprietary survey tools, internal and external data sources, and focus groups to uncover what desired talent wants and how the market currently perceives your organization.
- Deep-dive into how preferences and perceptions vary across talent in different roles, geographies, and tenure levels.
- Uncover your EVP's perceived strengths and shortcomings to support EVP redesign and implement corrective measures.

Motivation to Accept New Role



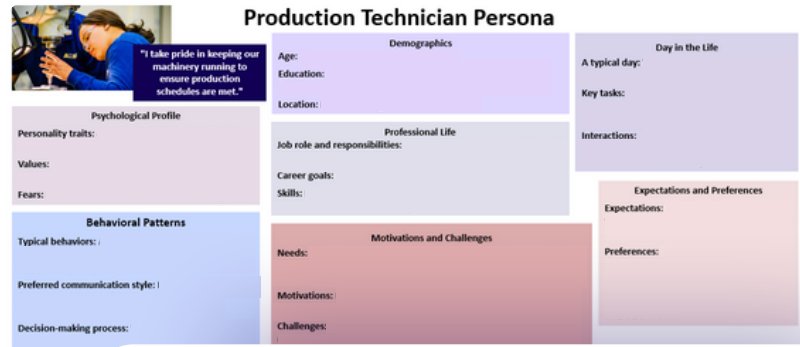
Challenges in Current Role



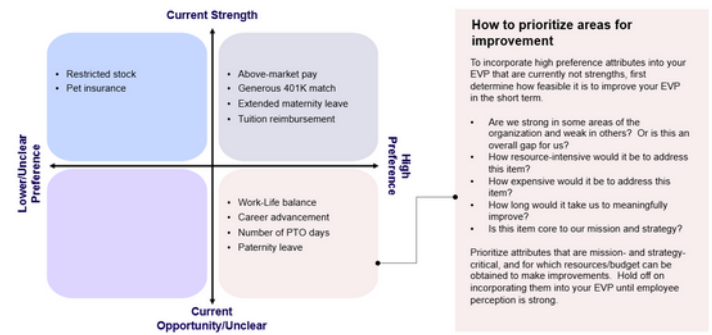
Craft an EVP that stands out from the pack

Build on employee feedback and market analysis to shape a compelling and authentic EVP — one that helps candidates tell you apart while still aligning with the strategy and values of the organization. We will:

- Decode insights from internal and external research to help you prioritize key EVP pillars.
- Identify true talent competitors and assess their EVP offerings to better articulate your own unique strengths, driving clear and credible differentiation.
- Tailor strategy to key talent personae, markets, and sub-brands to balance core messaging with required nuances.



Established Strengths vs Opportunities



Ensure everyday experiences align with EVP promises

Seamlessly integrate your EVP across the talent life cycle to reinforce alignment, enhance engagement, and deliver a consistent experience from attraction to retention. We will:

- Detect gaps between EVP promises and current realities to avoid undermining credibility or creating attraction and retention risks.
- Provide a roadmap for integrating your revamped EVP into attraction and talent management strategies.
- Create an EVP Advocates strategy to activate your EVP via credible messengers.

Elevate Your EVP Impact

Start/Stop/Continue

	Start	Stop	Continue
1. Capitalize on Strengths	<ul style="list-style-type: none"> • Quantify the value of your differentiated benefits long term • Explicitly mention your differentiated healthcare and retirement benefits in your job postings • Communicating your Learning and Development offerings widely and helping employees connect learning to their development needs 	<ul style="list-style-type: none"> • Address manager resistance to giving employees time off for learning • Disallowing any PTO carryover 	<ul style="list-style-type: none"> • Benchmarking your benefits offerings vs your competitors in the market • Investing in an Internal Talent Marketplace to provide access to career and learning opportunities
2. Strengthen on Attributes with Potential	<ul style="list-style-type: none"> • Introduce skills- and performance-based criteria for advancement • Introduce strategies to support employees with internal mobility and advancement, e.g., internal career fairs, career coaches • Analyze which flexibility and work-life balance benefits matter most (e.g., hybrid/remote work, flexible hours, shorter week, workload management) 	<ul style="list-style-type: none"> • Ensure fair consideration of internal candidates for open roles (e.g., by having multiple interviewers from different teams) • Using tenure- or education-based criteria for hiring and advancement; lead with skills 	<ul style="list-style-type: none"> • Posting open roles internally and promoting internal mobility options • Communicating and creating access to learning and development offerings • Encouraging managers to support the career aspirations of their talent • Improving Talent Management practices
3. Mitigate Risks on Gaps	<ul style="list-style-type: none"> • Identify the bureaucratic issues that are the biggest pain points, and determine what can be addressed 	<ul style="list-style-type: none"> • Introducing new barriers to efficient decision-making and innovation 	<ul style="list-style-type: none"> • Benchmarking pay to remain close to market

Communicate and monitor your EVP at every turn

Design targeted messaging toolkits to help recruiters and hiring managers engage high-priority candidates and maintain an EVP monitoring strategy. We will:

- Create recruiter “Battle Cards” and talking points to engage candidates with greater impact and precision.
- Optimize job postings to support EVP messaging and deliver a better candidate experience.
- Devise a post-implementation plan for monitoring EVP perceptions and credibility on an ongoing basis.

Core Messaging Themes for Regional Sales Talent

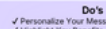
Theme	Job Stability & Security	Competitive Compensation & Benefits	Work-Life Balance & Flexible Arrangements	Access to Advanced Technology & Innovation	Clear Career Growth Opportunities
Insight	Sales talent prioritizes long-term job security	Attractive salary packages and comprehensive benefits are key motivators	A balance between professional and personal life, along with flexible work options, is highly valued	Engagement with cutting-edge technology and innovative projects is a significant draw	Professionals seek transparent pathways for advancement and professional development.
Example Messaging	"At Dunder Mifflin, we offer enduring stability in a sector known for its resilience and growth."	"We recognize your expertise with compensation that reflects your value, complemented by industry-leading benefits."	"Our flexible work schedules and emphasis on work-life balance ensure you thrive both in and out of the workplace."	"Join our team to work on pioneering systems that set industry standards."	"We invest in your future with defined career progression and continuous learning opportunities."



Use Messaging that is:
 ✓ **Specific** (Highlight particular technologies, projects, and benefits.)
 ✓ **Aspirational** (Illustrate long-term career growth and impact)

Insightful Outreach Strategies & Tips

Outreach Strategy	LinkedIn InMail / Email Initial Sourcing	Phone Call	Recruiting Event Outreach
Strategy	Craft personalized messages that invite candidates to discuss potential opportunities at Dunder Mifflin, emphasizing the company's leadership in innovation and career growth	Use open-ended questions to engage candidates and understand their motivations	Create invitations and social posts to promote recruiting events, highlighting the company's innovative projects and encouraging peer engagement
Example Messaging	<p>Subject: Pioneering Sales Strategy with Dunder Mifflin</p> <p>Message: Hi (Name),</p> <p>I came across your profile and was impressed by your experience in (insert relevant area). At Dunder Mifflin, we're developing cutting-edge sales systems that redefine what it means to personalize outreach.</p> <p>Your expertise in (specific skill/technology) could be a perfect fit for our innovative team. Would you be open to a brief conversation this week to explore potential opportunities?</p>	<p>"I noticed your extensive work in inside sales—what excites you most about emerging technologies in this field?"</p> <p>"If you could contribute to any sales-related project, what would ignite your passion?"</p> <p>"What key factors would motivate you to consider a new sales opportunity?"</p>	<p>Pre-Event Sourcing (InMail): We're hosting an invite-only event for experienced sales professionals. Given your background, we'd love to connect and share insights about our groundbreaking projects at Dunder Mifflin.</p> <p>Event Invitation Email: You're invited to engage with our sales leaders at The Paper Symposium in Scranton, OH. This is a unique opportunity to delve into roles at the forefront of relationship building and outreach innovation.</p> <p>Social Post for Employee Advocacy: From relationship building to next-gen outreach systems—our sales leaders are tackling some of the industry's most complex challenges. Join us at the Paper Symposium to discover how you can be part of this innovation. #LUFANDunderMifflin #SalesStrategy #NoMoreMassMessaging</p>



Do's
 ✓ Personalize Your Messages
 ✓ Highlight Key Benefits
 ✓ Engage with Open-Ended Questions
 ✓ Promote Recruiting Events



Don'ts
 ✗ Avoid Generic Messages
 ✗ Don't Overlook Key Benefits
 ✗ Avoid Closed-Ended Questions
 ✗ Avoid Lengthy Messages



2 billion
 Candidate Profiles



120 million
 Companies



9,000
 Universities



5,000
 Locations



40,000+
 Skills



850 Million+
 Salary Data Points



Covers 90%+
 of Global GDP

TalentNeuron is the world's leading provider of labor market analytics, delivering high-fidelity talent data on an unmatched global scale. TalentNeuron delivers actionable talent insight for every region of the world covering countries that collectively represent more than 90% of the world's GDP. Through deep investments in machine learning and artificial intelligence, our technology platform ingests and normalizes hundreds of millions of structured and unstructured data points each day, delivering critical talent insights in support of workforce planning, strategic skills analysis, location optimization, DEI tactics, and sourcing strategies for local, regional, and global talent. These insights can be delivered to clients via software as a service, data as a service, or fully custom research efforts from our team of expert data scientists and advisors.

We understand that EVP projects are a massively important undertaking. Contact us today to remove guesswork and disparate data sources from the equation.