



THE
EVP
EDITION

MAY 2023

Foreword



Following on from the launch of our new look MIQ candidate trends report last month, I'm delighted to announce that over the next two months, we will be delivering valuable data-centric insight and advice to subscribers. We will continue to release issues of the comprehensive MIQ candidate trends report on a quarterly basis, while month-to-month we will focus on specific strategies and trends that provide an advantage when trying to attract pivotal talent.

Our May edition focusses on the importance of candidate experience and EVP. Personally, I feel candidate experience has been discussed for a long time. However, in reality, very few firms do a great job to ensure this is front and centre in their talent strategy. A consistent complaint from candidates and the reason many do not apply directly to employer advertisements, is the perception these processes are a "black hole" where there is no feedback and where processes are painfully slow.

In a world where we continue to see demand materially outstripping supply in key high-demand talent areas, ensuring businesses have a strong EVP is more important than ever.

Why is this important? What do candidates want? What actions can you take?

We'll look at a few of these points in this month's report.



Greg Coleshill
COO, InterQuest Group



Meet Our Experts



Rob Sugden, Managing Director, ECOM

Rob is ECOM's Managing Director for Manchester. He leads our teams across the North & Midlands operating in Digital Tech, UX & Design, Product & Project, Marketing & eCommerce and Data. He's had over 19 years of recruitment experience in Manchester, building an extensive network.

Hiren Vekaria Director, ECOM

As Director for the Technical Team at ECOM, Hiren manages the contract recruitment for a range of Software, E-commerce, FinTech & Digital companies and supply them with exceptional candidates as well as managing a team of consultants.

Alex Onoufriou Managing Director, evolve

Alex is a senior recruitment leader who has built new recruitment functions and enhanced existing ones. Alex has run RPO solutions both from an in-house and supplier side and has worked with some of the most innovative recruitment technologies in the market.



Nicola Cox, Talent Acquisition Director, evolve

Nicola has a track record of success in working alongside HR Director's, CEO's and COO's to design and implement recruitment strategy, including; creating and managing RPO's in the UK and internationally, creating agency PSL's, talent acquisition, onboarding, engagement and retention.

Michelle Khan, Director, InterQuest Group

Michelle is the Director of InterQuest's Risk, Regulation and Compliance practice. Michelle has spent the last 15 years investing in her reputation within risk and compliance in financial services.

Greg Coleshill, COO, InterQuest Group

Greg is the Chief Operating Officer of InterQuest Group's specialist staffing businesses. He has spent over 15 years with InterQuest building a strong reputation with banks, financial services, and FinTech clients.

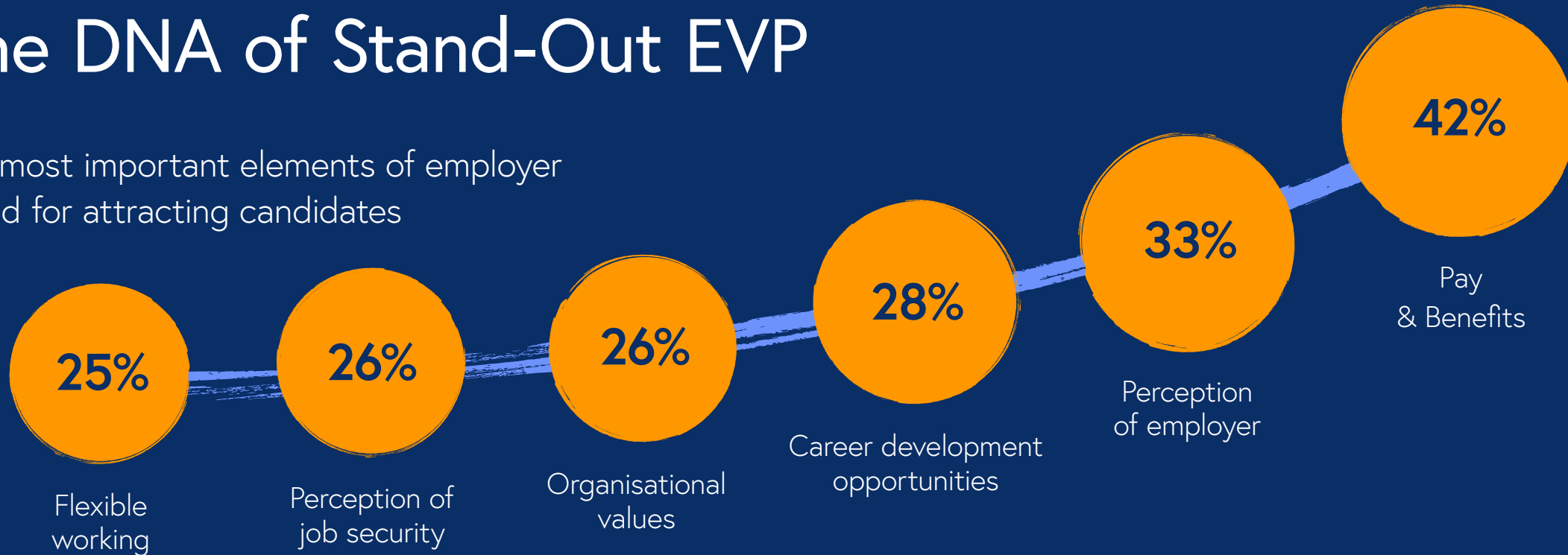
Why's EVP Important?



What do candidates want? The DNA of Stand-Out EVP



The most important elements of employer brand for attracting candidates



41% Only 41% of employees know what their company stands for.



59% The remaining 59% are unaware of how their employer is different from the competition.



Uncovering Candidates Deepest Desires

(that you might be overlooking)

People want to work somewhere
where people are happy.



The importance of employee happiness is often underestimated.

28% of candidates say it's a top priority when considering a new job.

15% of hiring managers think it's a top priority for candidates.

EVP Actions: Don't let your competitors win the talent war



Recognition and incentives:

competitive compensation but also offer flexible work arrangements and opportunities for professional development.

Opportunities for growth:

offer funding for professional qualifications, industry events and dedicated time for self development and personal projects

Promote your brand:

Make sure you are known as a great employment brand, document your benefits on social media in a fun and engaging way.

Core Values:

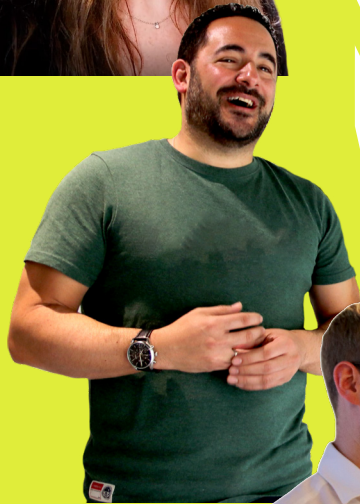
Make sure your values are embedded within your rewards and development programmes.

Organisational culture:

foster a culture of innovation and social responsibility.

Employee wellness:

offer gym memberships and mental health resources.



What's Next?



70%

A successful EVP can decrease annual employee turnover by almost **70%**

30%

...and increase new hire commitment by nearly **30%**

50%

When you invest in developing and delivering a strong EVP, you are **50%** more likely to attract talent.



Our experts will benchmark your Employee Value Proposition (EVP), review talent competitors in a personalised workshop, and provide expert insight and opinion to help to you secure the best talent in the market.

We're offering a limited number completely free to our valued MIQ subscribers.

Book yours now to ensure you don't miss out

Greg Coleshill
COO, InterQuest Group



Your Workshop



Don't miss out
click here for your free workshop



Specialist Talent Insights



We will provide key insights into specialist talent pools such as:

- Volume of talent in market (by location)
- Top companies hiring this talent
- Fastest growing skills
- Locations with largest hiring pools
- Average tenure
- Salary and day rate guidance

Talent Competitors



Your market competitors may not be your talent competitors.

We will tell you which companies you are hiring from most frequently and which companies are hiring talent from you most frequently.

Online Benchmarking



- Glassdoor benchmarking
- Social media and website benchmarking (SEO and social media analysis)
- Application process benchmarking (UX analysis of application process)

Tales of Best Practice



What they did

Best Buy needed a turnaround and therefore prioritised their purpose: "enriching customers' lives through technology" treating profit as an outcome, not a goal.

The noble purpose aligned with employees' desire for meaning, creating a virtuous cycle of "human magic." The focus was on creating an energised community dedicated to delighting customers.

What was the result?

Instead of cutting staff or wages, Best Buy invested in purpose, culture, and training. They also improved staff benefits and reorganised store floor plans.

Source: featured in Harvard Business Review



What they did

WD-40 responded to employees' desire for remote work and introduced "Work from Where" philosophy based on corporate values. This gave employees the freedom of choice weighing their contribution to the community against their preference for remote work.

What was the result?

Most employees chose to work in the office, aligned with the company's values, one of those values is "creating positive, lasting memories in all relationships."

WD-40's culture improved, contrary to growing disenchantment at other organisations. WD-40 has maintained engagement scores above 90% for 22 years.

Get in touch

Rob Sugden,
Managing Director, ECOM

T: 0161 237 0033
M: 07748 964 929
E: rob.sugden@ecomrecruitment.com
W: www.ecomrecruitment.com

Hiren Vekaria
Director, ECOM

T: 0207 258 2367
E: hiren@ecomrecruitment.com
W: www.ecomrecruitment.com

Alex Onoufriou
Managing Director, evolve

T: 0207 025 0104
M: 07770 446 017
E: alex.onoufriou@interquestgroup.com
W: www.interquestgroup.com

Nicola Cox,
Talent Acquisition Director, evolve

M: 07725 819 153
E: nicola.cox@interquestgroup.com
W: www.interquestgroup.com

Michelle Khan,
Director, InterQuest Group

T: 0161 237 0060
M: 07593 134 296
E: michelle.khan@interquestgroup.com
W: www.interquestgroup.com

Greg Coleshill,
COO, InterQuest Group

T: 0161 237 0061
M: 07917 576 781
E: greg.coleshill@interquestgroup.com
W: www.interquestgroup.com

