

What is an employer value proposition (EVP)



An employer value proposition (EVP) is the unique set of benefits that an employee receives in return for the skills, attributes, and experience they bring to a company.

The employer value proposition is what motivates and engages employees, a strong employer value proposition will help to retain top performers and attract talented people. The employer value proposition describes what an organization stands for, requires, and offers as an employer.

What is an Employer Brand

CENTER OF EXCELLENCE
ONLINE
TALENT ACQUISITION

HARRY NA

Employer brand helps organizations differentiate what they offer in the labor market, and recruit, retain and engage the talent they need to succeed.

Well before an applicant becomes aware of the organization as a potential employer, they gather information about your brand from the news, social media, job boards, internet searches, acquaintances, or other touch points. Good employer branding policies provide a differentiation factor that sets the organization apart in the minds of candidates in terms of identity and employer value proposition, what you offer to candidates.

Employer Brand - Employer Value Proposition



Employer value proposition is the articulation of the employer brand, answering the question “why should I work for your company?” as well as “why should I stay at this company?.”

I want to work in a company where I can interact with international colleagues in order to grow in my interpersonal skills.

Employer brand is the reputation.

I want to work in an international company selling quality products.

Employer value proposition is the narrative.

I want to work in this company because I know that it will provide growth in my interpersonal skills.

Employer Value Proposition

what are the rules it must meet :

CENTER OF EXCELLENCE
ONLINE
TALENT ACQUISITION

HARRY NA

- True – to what your company stands for and offers
- Credible – to ensure your brand is believable and trustworthy
- Relevant – in that what you offer applies to today's top talents
- Distinctive – so that you differentiate from your competitors
- Aspirational – to allow top talents to see growth, value and purpose as a result of investing in your company

Employer Value Proposition structure example: adidas

CENTER OF EXCELLENCE
ONLINE
TALENT ACQUISITION

HARRY NA

OUR PURPOSE

**THROUGH SPORT
WE HAVE THE POWER
TO CHANGE LIVES**

WE WILL ALWAYS STRIVE TO
EXPAND THE LIMITS OF HUMAN
POSSIBILITIES, TO INCLUDE
AND UNITE PEOPLE IN SPORT,
AND TO CREATE A MORE
SUSTAINABLE WORLD



1st The adidas People strategy:

CENTER OF EXCELLENCE
ONLINE
TALENT ACQUISITION

HARRYNA

The four pillars of our People Strategy

People Strategy

Defines and inspires the right organizational culture for 'Creating the New'

Attraction and retention
of the right talents

**Meaningful reasons to join
and stay**

Attract and retain great talent by offering personal experiences, choices and individual careers.

Role model leadership

Role models who inspire us

Inspire and nurture role model leadership.

Diversity and inclusion

**Bring forward fresh and
diverse perspectives**

Represent and live the diversity of our consumers in our people.

Culture

**A creative climate to make
a difference**

It is our goal to develop a culture that cherishes creativity, collaboration and confidence – three behaviors we deem crucial to the successful delivery of our corporate strategy.

2nd Understand your own people : adidas internal survey

CENTER OF EXCELLENCE
ONLINE
TALENT ACQUISITION

HARRY NA

adidas Employer Brand

69% of employees are proud to be part of the adidas brand while 69% of employees believe they work in a positive work environment. adidas' Employer Brand is comprised of a B rating for Retention, a B rating for Office Culture, and a B rating for Happiness. Employer Branding is an important aspect for companies looking to obtain and retain talent.

Retention

Top 30%



adidas is in the Top 30% of Similar Size Companies on Comparably

Office Culture

Top 30%



adidas is in the Top 30% of Similar Size Companies on Comparably

Happiness

Top 35%



adidas is in the Top 35% of Similar Size Companies on Comparably

Monitor retention

adidas Retention

We asked adidas employees questions about their pay, coworker quality, and much more. For Retention, adidas ranks in the Top 40% of other companies in Portland and Top 30% of similar sized companies on Comparably.



Do you believe you're paid fairly?



Would you leave your current job for a 20% raise at a different company?



Are you challenged at work?



How would you rate the quality of your coworkers?

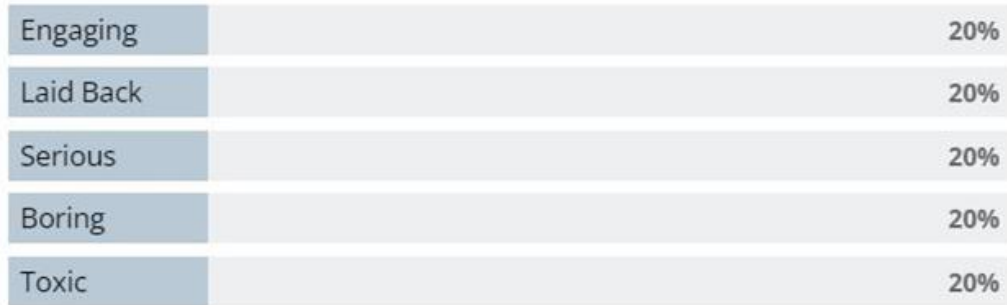
CENTER OF EXCELLENCE
ONLINE
TALENT ACQUISITION

HARRYNA

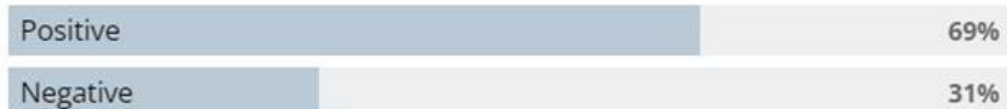
Know your culture

adidas Office Culture

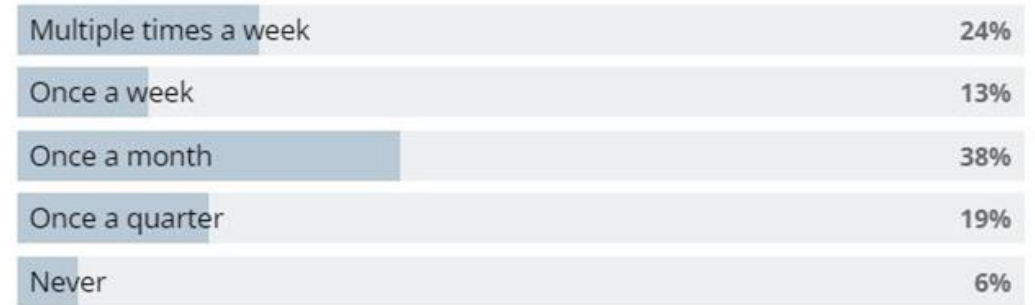
adidas employees were asked to rate their office vibes, business climate, and other critical adidas culture questions. For Office Culture, adidas ranks in the Top 50% of other companies in Portland and Top 30% of similar sized companies on Comparably.



How would you describe the Office vibe at your company?



Is your work environment positive or negative?



How often do you socialize with team members outside of work?

CENTER OF EXCELLENCE
ONLINE
TALENT ACQUISITION

Are your people happy?

adidas Happiness

adidas employees were asked a range of questions to gauge their overall happiness at the company. For Happiness, adidas ranks in the Top 50% of other companies in Portland and Top 35% of similar sized companies on Comparably.



Are you proud to be a part of your company?



Are your company's goals clear, and are you invested in them?



Know your competitors

How adidas Ranks Against their Competitors for Overall Culture Score

[See All Competitors](#)



Callaway Golf

1st



Nike

2nd



adidas

3rd



Eastbay

4th



Under Armour

5th



ASICS America

6th

Core positioning adidas

Before you can launch an employer branding strategy, you need an employer value proposition. Employer value propositions appear in a number of different formats, and the language used to describe the different parts of the proposition varies. However, the employer value proposition format most favoured by leading employers comprises a clear and concise brand statement supported by three to five supporting qualities, often referred to as pillars.

Shape the future of sport

The brand statement serves as an umbrella, summarizing the overall employment deal or focusing on one predominant aspect of the employment deal. This statement conveys the brand essence or core positioning — the one thing you most want to be famous for as an employer. The pillars support and delineate the brand statement or employment deal.

The pillars support and delineate the brand statement or employment deal

CENTER OF EXCELLENCE
ONLINE
TALENT ACQUISITION

adidas

THE COMPANY

TEAMS ▾

BRANDS ▾

LOCATIONS ▾

ALL JOB OPENINGS

HARRY NA

THROUGH SPORT WE
HAVE THE POWER TO
CHANGE LIVES

CAREERS WITHOUT
BORDERS

PIONEERING THE
FUTURE OF WORK

SPORT NEEDS A
SPACE

COLLABORATING
WITH THOSE WHO
INSPIRE US

THE FUTURE RUNS
ON FRESH AND
DIVERSE
PERSPECTIVES

LOCATIONS / HUBS / PORTO

THROUGH SPORT WE HAVE THE POWER TO CHANGE LIVES

At adidas Porto, we live and breathe sports. Many employees start or end their days by working up a sweat at our in-house gym. The office is filled with a dynamic, vibrant atmosphere – and nearby green spaces mean there's always time for a lunchtime walk, run or picnic.

Just like in sports, our work is all about pushing our

6 Pillars adidas

1 Through sport, we have the power to change lives:

Sport matters. It gets people off the couch and into the gym. It fights disease, deepens friendships, and improves lives. It strengthens muscles, increases self-confidence, and teaches lessons that last a lifetime. Through sport, we have the power to change lives.

2 The future runs on diverse and fresh perspectives:

Adi Dassler looked at factory workers and saw athletes. He picked up army surplus canvas and saw track spikes. It's the people who see the world a little differently than the rest who create the breakthroughs that inspire us all. The more diverse perspectives and life experiences we support and encourage, the more often those breakthroughs will happen. At adidas Group, we seek people with different perspectives and life experiences and allow them to bring their true self to work every day. This isn't just a nicety. It's a business necessity.

3 Careers without borders:

Exposing your talents to as many different cultures, languages, life experiences, and points of view as possible is the fastest way to grow.

4 Pioneering the future of work:

Imagination, teamwork, and the courage to share your ideas all need the right environment to thrive. Which is why we're focused on being at the epicenter of global culture and pioneering a future workplace that facilitates faster decision-making, creative solutions, and more opportunities for spontaneous collaboration.

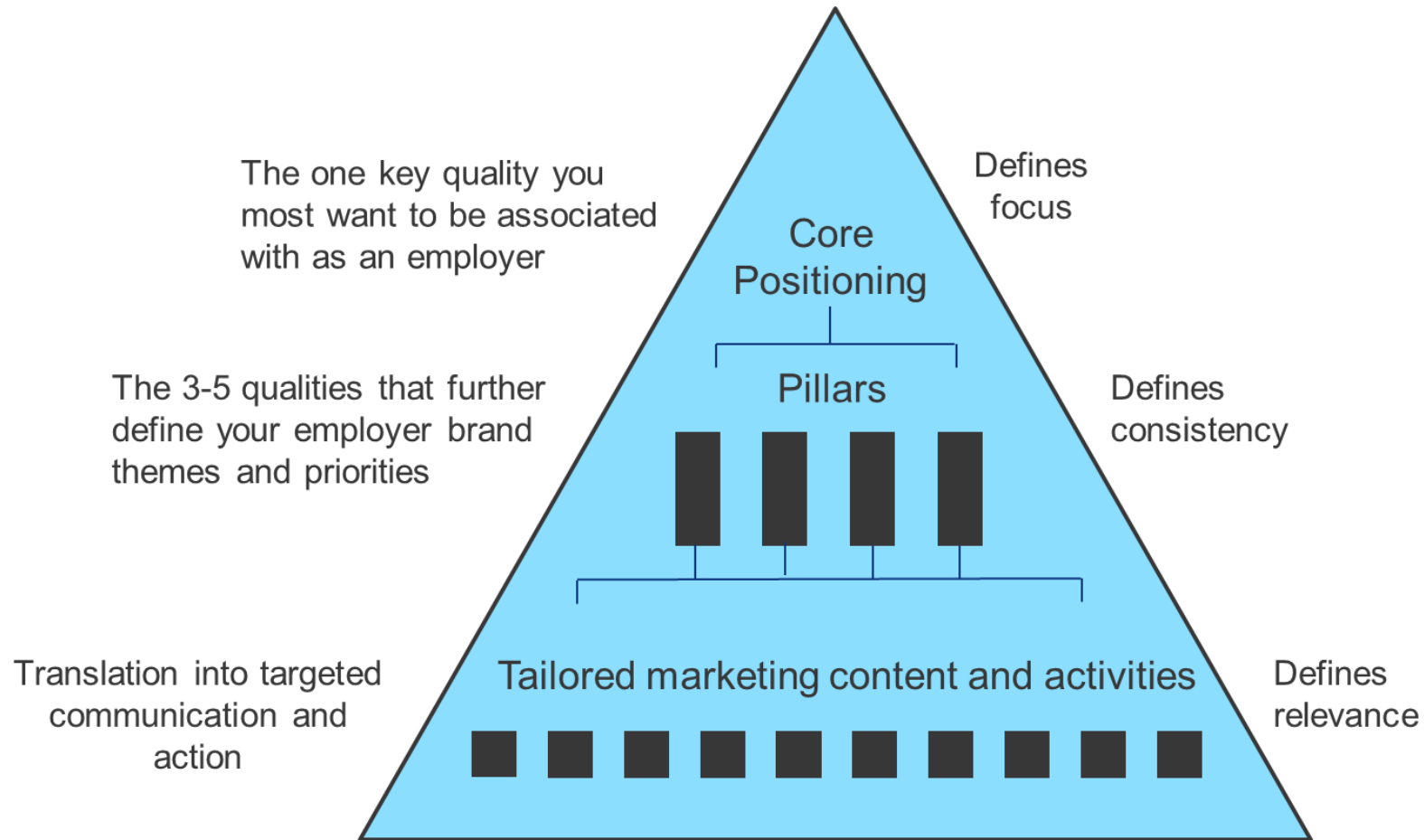
5 Sport needs a space:

Sport needs a healthier, stronger, more sustainable, and more socially responsible world. Changing the way an industry does business isn't quick or easy. It's a marathon, not a sprint. Which is why we've made this a core priority for the entire adidas Group.

6 Collaborating with those that inspire us:

We invite anyone and everyone whose curiosity and creativity inspires us to be part of our brands. We open our doors to collaborators from all walks of life, open our ears to their points of view, and are generous with our own insights and experience, so that we can all co-create the future together.

Translation into targeted communication and action



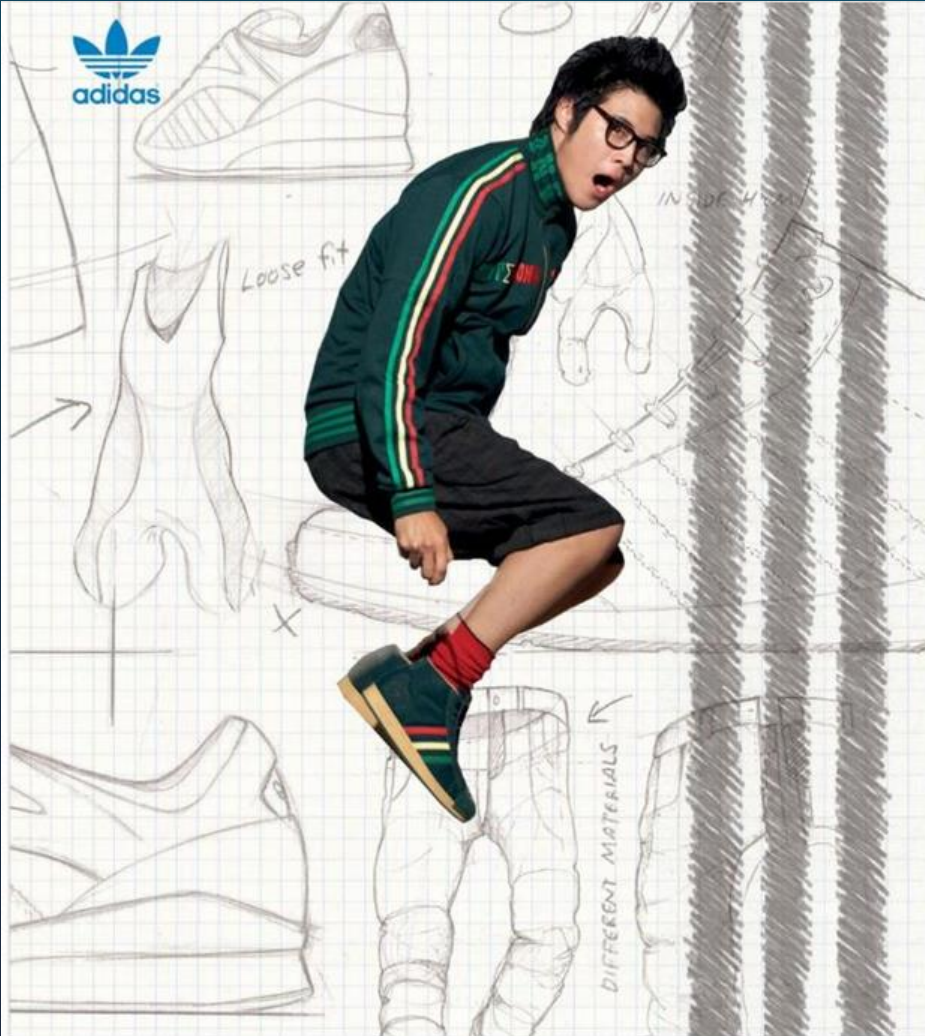
CENTER OF EXCELLENCE
ONLINE
TALENT ACQUISITION

HARRY NA

Tailored & targeted marketing content and activities

CENTER OF EXCELLENCE
ONLINE
TALENT ACQUISITION

HARRY NA



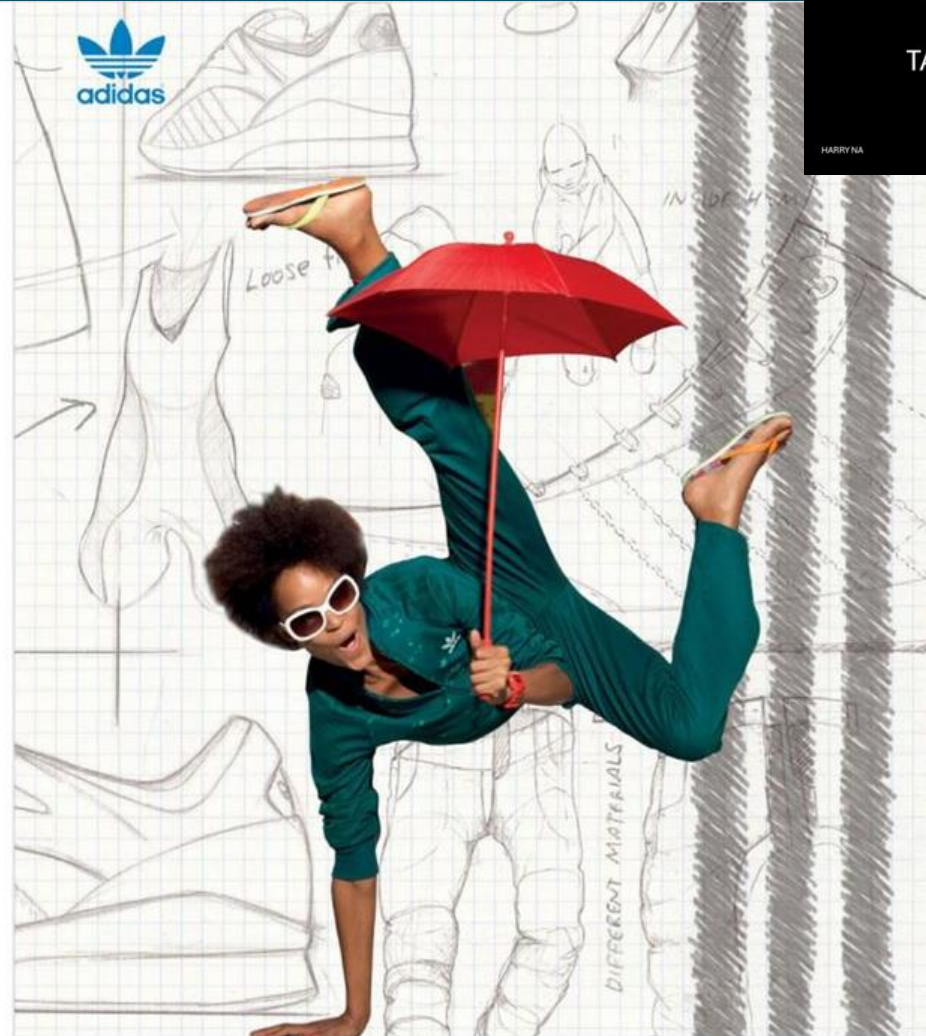
The adidas Sports Heritage division looks to our past for inspiration in creating products that focus on sports lifestyle and street wear.

If you like our products, just wait until you meet the people who make them. We're looking for a few seriously talented people to join our team.

- Join our Team:**
- > Senior Designer
 - > Technical Designer
 - > Footwear Designer
 - > Accessories Designer
 - > Project Manager

YOU LOOK BETTER IN STRIPES

adidas.com/careers



The adidas Sports Heritage division looks to our past for inspiration in creating products that focus on sports lifestyle and street wear.

If you like our products, just wait until you meet the people who make them. We're looking for a few seriously talented people to join our team.

- Join our Team:**
- > Senior Designer
 - > Technical Designer
 - > Footwear Designer
 - > Accessories Designer
 - > Project Manager

YOU LOOK BETTER IN STRIPES

adidas.com/careers