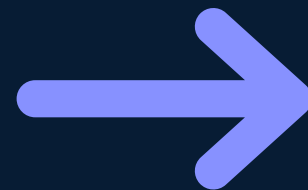


REBUILDING YOUR EMPLOYEE VALUE PROPOSITION?

HERE ARE 6 STRATEGY OPTIONS TO
MAKE YOUR EMPLOYER BRAND THRIVE



Anisu K Verghese PhD

<https://www.linkedin.com/in/aniisu/>



THE GLOBAL TALENT ENVIRONMENT

The global talent landscape is evolving. Does your EVP keep up?

Employees today want more than perks. They're looking for purpose, growth, and a dynamic workplace. It's time for a fundamental EVP transformation.



Anisu K Verghese PhD

<https://www.linkedin.com/in/aniisu/>



1. REVIVE

Bring Purpose Back to the Forefront

Create a purpose-driven EVP that connects with your employees' daily experiences. Show how your mission impacts society, innovation, or sustainability—employees want to be part of something bigger.



Anisu K Verghese PhD

<https://www.linkedin.com/in/aniisu/>



2. REPAIR

Fix the Gaps in Your Employee Experience

Identify and address weak spots, from mental health support to career growth paths. Listen to employees and take actionable steps to improve their experiences and build trust.



Anisu K Verghese PhD

<https://www.linkedin.com/in/aniisu/>



3. REFRAME

Rethink Flexibility and Growth

Flexibility is about career growth, not just work-from-home. Offer dynamic career journeys with lateral moves, international rotations, and upskilling.



Anisu K Verghese PhD

<https://www.linkedin.com/in/aniisu/>



4. RESTRUCTURE

Align Your EVP with Today's Workplace Reality

Update your EVP to reflect hybrid work, well-being, and inclusivity. Cut outdated perks and focus on elements that employees value today.



Anisu K Verghese PhD

<https://www.linkedin.com/in/aniisu/>



5. RESTORE

Rebuild Trust with Transparency and Integrity

Bridge any gaps between promises and reality. Show real-life examples of inclusivity, flexibility, and employee support in action.



Anisu K Verghese PhD

<https://www.linkedin.com/in/aniisu/>



6. REVITALIZE

Inject New Energy into Your Culture

Create a workplace culture that is vibrant and inclusive. Embrace diversity, innovation, and collaboration to energize your EVP.



Anisu K Verghese PhD

<https://www.linkedin.com/in/aniisu/>



THE TIME FOR CHANGE IS NOW

Your EVP should be the foundation of your talent strategy. Start this transformation today to attract and retain top talent!

Looking for help with your employer brand? Reach out for a chat.

<https://topmate.io/aniisu>



Anisu K Verghese PhD

<https://www.linkedin.com/in/aniisu/>

