

Make your house a home



Imagine your organisation is a house on the market. What's the first thing buyers notice? If it's the lush garden, the zen bedroom and the spacious loft then you'll likely have people scrambling to put in an offer.

But if it's the cramped kitchen, draughty windows and condemned electrics nobody's going to want to move in – and current residents are already on the search for their next pad.



What makes your home the one they would choose?

It's all about a powerful Employee Value Proposition.

A strong EVP helps you hang onto your brightest talent – and attracts your future shining stars. It paints a vivid picture of the benefits people get from being part of your organisation – throughout their stay.

Put simply, it explains to candidates "what's in it for me" and makes them want to settle in and make themselves at home.

Setting the scene

The front door, hallway and stairs connect the rest of the house. They let people know what you're about as soon as they step over the threshold – just like your **Purpose and Vision**. Why does your organisation exist, what do you want to achieve, and what sets you apart? Whatever it is, make sure it draws people in and inspires them to explore.

Getting together

The lounge is where your **Culture** hangs out. What sets the vibe that makes people feel connected and at home? Do people want to sink deep into your values and behaviours, like a marshmallow sofa?



Nurturing your environment

The garden connects you to opportunities outside of your organisation. Think of it as a stepping stone to your local community (**CSR**) and a bridge to the great outdoors (**Sustainability**) What environmental, social and governance (**ESG**) goals are you planting to make a positive impact on the world around you?



Room to grow

At the top of the house, we have the loft, aka **Personal Development and Career Progression**. How much space is here to grow and expand? What training and development opportunities are holding the rafters together? Is there a skylight where growth planning and future potential can shine through?



Rest and recharge

Ever escaped to the bedroom for a quick nap, or a quiet read? Or retired to the bathroom to soak your muscles after a full-on gym workout? Whether you want to energise and top up your power levels or switch off and give your mind and body some TLC with a healthy work/life balance, these are the rooms for your **Wellbeing**.



Boosting energy

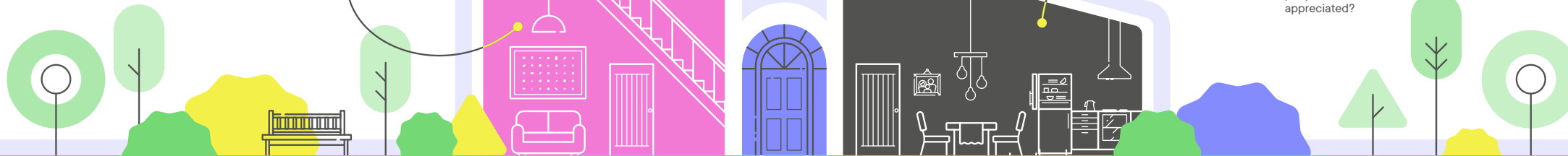
The kitchen is where we seek nourishment and refreshment, or in EVP terms, **Reward and Recognition**. What benefits do your people get for their efforts? Think beyond salaries – what do you serve up that makes your people feel valued and appreciated?



Creating kerb appeal

Your EVP not only keeps your residents happy, it's also the perfect way to express your **Employee Brand** and attract new residents. Painting a vivid picture of what makes your home unique, will make it stand out from the crowd wherever you promote it. And your current residents will always be inviting people in for a look!

WELCOME



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