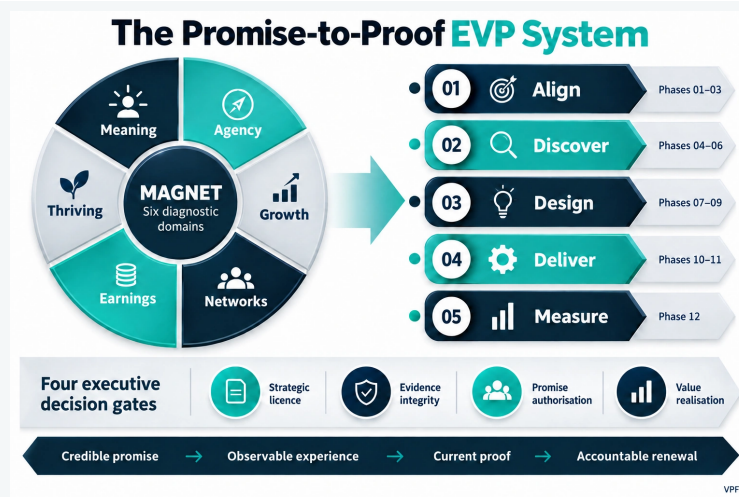


Value Proposition Framework

ATTRACTION AND RETENTION

A credible employment proposition reflects what people value and what the organisation can consistently deliver. This framework connects workforce priorities with the lived employee deal, then helps leaders strengthen the offer and support every material promise with evidence. It brings recruitment messages and everyday employment experience into alignment.



THE MODEL AT A GLANCE

The approach

The Promise-to-Proof EVP System combines six MAGNET inquiry domains with five delivery stages, twelve phases and four decision gates. Employee experience, policy and market evidence inform proposition design. A proof ledger connects each material promise with evidence, ownership and renewal.

When to use it

- Recruitment promises differ from the employment experience colleagues actually recognise.
- Organisational change calls for a refreshed and credible employment offer.
- Workforce groups value different aspects of working for the organisation.

What the model covers

Meaning · Agency · Growth · Networks · Earnings · Thriving · Align · Discover · Design · Deliver · Measure

Value for your organisation

- Gives employment claims a clear basis in current experience evidence.
- Clarifies ownership, eligibility and delivery limits for each material promise.
- Creates a proposition colleagues can recognise in everyday working life.

Put it into practice

Choose a recruitment claim and compare policy, actual opportunities and employee experience. Record what is consistently available, what needs repair and who owns delivery. Communicate clear eligibility and limitations, with supporting evidence and a review point.

Outputs you can use

- Employment experience evidence separating the offer, experience and valued attributes.
- Promise-to-proof record linking claims with evidence, owners and delivery limits.
- Delivery and communication plan strengthening experience and supporting employment claims.