



HR DELIVERY

Making Sure HR Delivers

HR DELIVERY WORKSHOP SERIES

Employee Value Proposition

An introduction to developing a credible employee value proposition

Explore how an employee value proposition connects organisational needs with what people value and experience. Use the Promise-to-Proof EVP System to test an employment promise, identify gaps and draft evidence-backed messages and delivery responsibilities.



01 DAY

Introductory taster

IN-HOUSE

Your people. Your context.

PRACTICAL

Explore, discuss and apply

A PRACTICAL STARTING POINT

Understand the topic. Try it in practice.

An attractive employment message creates expectations that everyday work must support. When recruitment promises and employee experience diverge, credibility suffers. This introductory workshop helps participants examine the employment deal, hear different employee perspectives and distinguish an appealing claim from a promise the organisation can explain, evidence and consistently deliver.

Introduce the Promise-to-Proof EVP System through one employee segment. Participants explore the six MAGNET domains, compare intended and experienced employment attributes, and draft a modest proposition with proof requirements, delivery ownership and questions for further employee listening.

WHO IS IT FOR?

HR practitioners, recruitment and employer brand colleagues, communications specialists and managers involved in attracting or retaining employees. No previous EVP design or brand research experience is required.

BY THE END OF THE DAY, PARTICIPANTS CAN:

- | | |
|---|--|
| 01 Explain a credible promise
Explain how an employment promise connects organisational needs, employee value and lived experience, identifying why evidence and delivery ownership matter. | 02 Explore the employment deal
Use the six MAGNET domains to identify employment attributes relevant to a selected employee segment without assuming universal preferences. |
| 03 Separate value and proof
Distinguish whether an attribute is offered, experienced, valued and distinctive using a supplied set of employee and recruitment evidence. | 04 Draft an honest promise
Draft a concise proposition statement for one employee segment, qualifying unsupported claims and preserving meaningful differences in employee experience. |
| 05 Map delivery dependencies
Identify the manager practices, people processes and responsible owners needed to support a material employment promise in everyday work. | 06 Plan proportionate listening
Outline a focused employee listening question and review measure that could test the credibility of the draft proposition before wider use. |

A useful first application

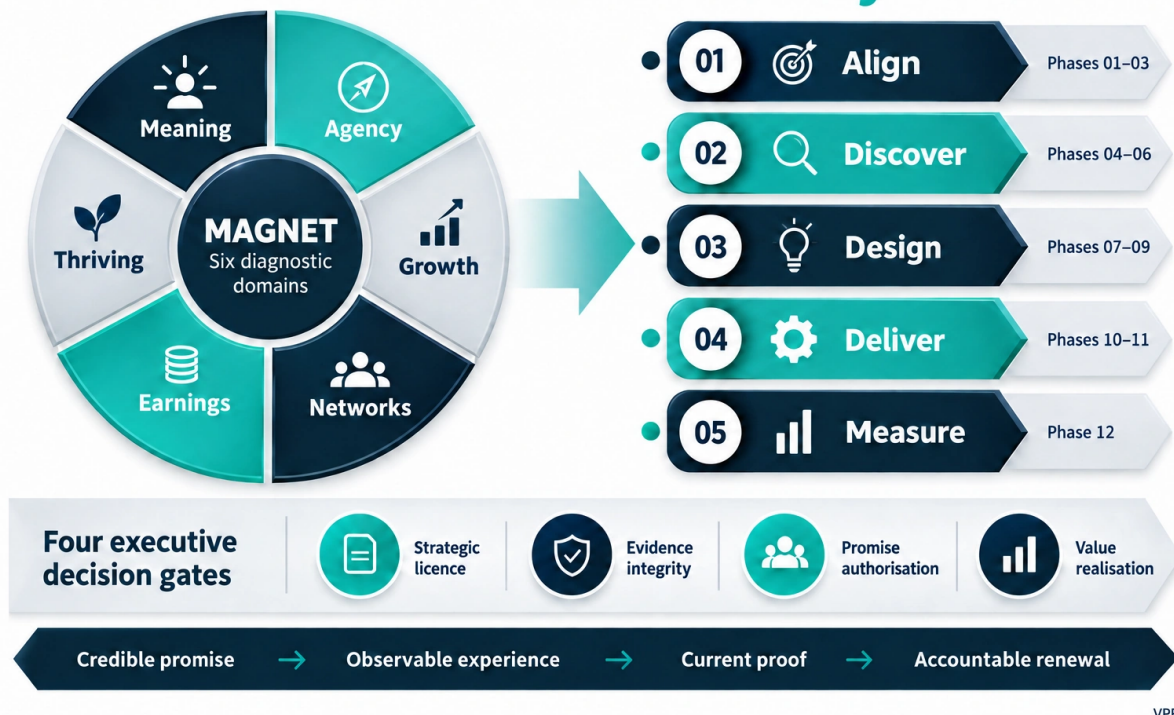
Participants develop an illustrative proposition and evidence plan for one segment. The day does not complete employee research, validate brand positioning or approve promises for recruitment campaigns or employment arrangements.

THE FRAMEWORK / WORKSHOP FOCUS

HR Delivery Promise-to-Proof EVP System

Promise-to-Proof connects five stages: Align, Discover, Design, Deliver and Measure. Its six MAGNET domains examine Meaning, Agency, Growth, Networks, Earnings and Thriving to reveal the wider employment deal and its credibility.

The Promise-to-Proof EVP System



SIX QUESTIONS TO EXPLORE IN THE WORKSHOP

01 Meaning

What purpose and contribution can employees recognise in their work?

03 Growth

Which learning and career opportunities can the organisation credibly support?

05 Earnings

How do employees understand the financial and non-financial employment exchange?

02 Agency

Where do people have useful choice, influence and decision freedom?

04 Networks

What relationships, support and belonging do employees actually experience here?

06 Thriving

Which working conditions help people sustain wellbeing and effective contribution?

The six panels are workshop focus questions about the MAGNET domains, not a replacement for the five-stage delivery process. Exercise claims remain provisional until employee evidence and organisational ability to deliver are confirmed.

[Explore the full model >](#)

LEARN BY DOING

Explore. Challenge. Make the ideas useful.

Short explanations lead into lively exercises, paired discussion and small-group challenges. Participants test ideas, share experience and build a draft together. The tone is engaging and enjoyable, with time to reflect and connect learning to real work.

01 Audit the employment promise

Teams annotate a fictional careers advertisement, mark its explicit and implied promises and match each claim with the employee experience evidence needed to support it credibly.

02 Build a MAGNET evidence wall

Groups place employee comments, policies and service evidence under the six domains, distinguishing what is offered, valued, experienced and potentially distinctive before drafting any proposition wording.

03 Write and test a proposition

Pairs create a short employment promise for a selected role group, then exchange it with peers acting as sceptical employees who request specific proof and identify overstatement.

04 Trace promise into practice

Participants choose one material claim and map its recruitment, manager and development dependencies, assigning provisional delivery owners and a listening question that would reveal whether the promise holds.

DIAGNOSE BEFORE YOU ACT

Evidence > shared feedback > agreed priorities

Use selected diagnostic prompts to distinguish known facts from assumptions. Discuss the findings and agree their meaning before proposing a solution. Feedback is part of diagnosis, not an afterthought.

ONE CASE, DEVELOPED THROUGH THE DAY

An employer advertises rapid career growth to attract early-career specialists. Employees value interesting work and supportive colleagues but report unclear progression and uneven access to projects. Recruitment wants a stronger message, while managers cannot guarantee promotion opportunities. Leaders need an EVP that attracts applicants without overstating the experience.

Groups review the evidence across MAGNET, draft a credible promise for the specialist segment and identify which delivery gap should be addressed before any stronger claim is published.

THE FACILITATOR WILL

Invite different perspectives.

Make assumptions visible.

Welcome constructive debate.

Capture practical learning.



SAMPLE WORKSHOP AGENDA

A working day, with room to think.

09:00-16:30 | Six hours of facilitated learning, plus lunch and breaks. The agenda, emphasis and timings are always agreed with the client, including local scheduling needs.

09:00-09:20	Explore the employment promise Examine examples of stated and implied employment promises, then identify where employee experience becomes the practical test of EVP credibility.
09:20-10:15	Introduce Promise-to-Proof and MAGNET Connect the five stages with the six employment domains and identify the strategic and employee questions behind a focused proposition.
10:15-10:30	Break
10:30-11:30	Discover what is offered and experienced Sort case evidence into offered, experienced, valued and distinctive attributes, recording gaps and differences between employee groups instead of averaging them away.
11:30-12:30	Develop a credible proposition statement Draft a concise promise for one role group, test its relevance and qualify claims that lack sufficient employee or delivery evidence.
12:30-13:30	Lunch
13:30-14:30	Connect the promise with everyday delivery Map how manager behaviour, people processes and resources support one material claim, then identify an accountable owner for addressing the gap.
14:30-14:45	Break
14:45-15:30	Design proof and listening questions Choose evidence sources and employee questions that could test proposition credibility and highlight uneven delivery or changing preferences over time.
15:30-16:10	Challenge the draft proposition Present the promise and proof requirements to peers, receive a sceptical employee perspective and revise wording or delivery assumptions where necessary.
16:10-16:30	Plan a focused EVP enquiry Choose a segment and an employment promise to explore locally, identifying the sponsor, employee voices and evidence needed before broader communication.

Move from an attractive employment claim to a credible promise supported by employee evidence and everyday delivery.

FROM THE SESSION TO YOUR DESK

Useful models. Practical working records.

The day combines reference materials with drafts developed in the exercises. Each has a clear use beyond the workshop; the work reflects the evidence and perspectives available in the room.

01 MAGNET reference sheet

A concise guide to the six employment domains, with questions that help participants explore purpose, agency, growth, relationships, exchange and sustainable working conditions.

Broaden EVP conversations beyond benefits and recruitment campaign wording.

02 Promise audit worksheet

An annotated exercise advertisement identifying explicit and implied promises, the employee expectations they create and the proof needed before those claims can be relied upon.

Check the credibility of one existing careers message or campaign.

03 Employment evidence map

A case-based map distinguishing attributes that are offered, experienced, valued or distinctive, with evidence gaps and differences between employee segments clearly marked for further enquiry.

Keep employee experience separate from intended policy or promotional language.

04 Proposition statement draft

A provisional statement for one employee segment, refined through peer challenge and linked to specific evidence needs rather than unsupported claims about the whole organisation.

Start a grounded conversation with recruitment, communications and employee representatives.

05 Promise delivery record

A draft map of the manager practices, processes and resources behind one employment claim, with possible owners, delivery gaps and a focused review question.

Connect employer messaging with those responsible for everyday employee experience.

06 Listening and proof plan

A small follow-up plan identifying which employee voices to hear, what experience evidence to examine and how to decide whether a proposed promise needs revision.

Test one material employment promise before using it more widely.

CONTINUE EXPLORING

Continue with the models, diagnostic manuals and development resources on the HR Delivery website. Workshop exercises provide a first application; a full organisational diagnostic or implementation assignment can be agreed separately.

[Open the framework >](#)

[Explore diagnostic resources >](#)



MAKE THE LEARNING COUNT

A better conversation. A practical next step.

Select one existing employment promise and compare it with employee experience in a relevant role group. Bring recruitment, communications and service owners together to decide whether the wording, supporting practice or evidence needs to change first.

YOUR FIRST 30 DAYS

01

Days 1-7

Choose a promise to examine

Agree one employee segment and a material employment claim with the sponsor. Collect its current wording and identify which teams are responsible for making that promise real in everyday work.

02

Days 8-21

Listen and check the proof

Use appropriate existing feedback and a small number of structured conversations to explore the promise. Distinguish what people value from what they actually receive, and record variation rather than forcing agreement.

03

Days 22-30

Refine wording and ownership

Discuss the evidence with recruitment and relevant service owners. Decide whether to adjust the claim, investigate further or address a delivery gap, and agree responsibility for the next review of progress.

Follow-through is participant-led. Additional facilitation, a full diagnostic or specialist support can be agreed separately.

AVAILABLE IN-HOUSE

Shaped around your organisation

The client selects an employee segment and a non-confidential careers message or EVP statement. Participants may bring published material and anonymised experience themes; the facilitator supplies illustrative evidence when existing employee research is unavailable or restricted.

PLAN YOUR IN-HOUSE WORKSHOP

Talk to Dr Phillip Welsh

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Discuss your workshop



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