MERCURY

Employee Value Proposition (EVP), Employer Branding (EB), & Enhanced Talent Engagement

8 – 12 November 2027
Nairobi (Kenya)



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Employee Value Proposition (EVP), Employer Branding (EB), & Enhanced Talent Engagement

Ref: 15814_1066558 **Date:** 8 – 12 November 2027 **Location:** Nairobi (Kenya) **Fees:** 5300 Euro

Introduction:

The competitive talent acquisition and retention landscape necessitates a profound understanding of Employee Value Proposition EVP and Employer Branding EB. This advanced training course provides participants with in-depth knowledge and tools to craft a compelling EVP, reinforcing an organization's Employer Brand to attract, engage, and retain top talent. By integrating strategic branding principles with human resources expertise, this course will empower HR professionals and organizational leaders to position their company as a preferred employer.

The Employee Value Proposition EVP and Employer Branding EB strategies in modern Human Resources HR for attracting, engaging, and retaining top talent. An employee value proposition EVP is the unique benefits and values an organization offers employees in exchange for their skills and contributions. Understanding the purpose of the EVP and implementing an effective EVP framework are steps in developing a compelling EVP strategy, defining the benefits of an EVP, leveraging best practices, and aligning the EVP with recruitment goals to enhance talent.

Employer branding focuses on positioning the organization as an employer of choice. Organizations must define employer branding, implement employer branding solutions, and adopt employer branding best practices to improve their reputation. Effective EB training can showcase case studies and highlight the benefits of employer branding, such as higher employee engagement and reduced turnover. Combining EVP training with employer branding strategies ensures a holistic approach to enhanced talent engagement, making the organization top-tier candidates.

Targeted Groups:

- HR Directors and Managers.
- Talent Acquisition and Retention Specialists.
- Brand and Communication Managers.
- Learning and Development Professionals.
- Business Leaders are responsible for organizational branding and employee engagement.

Course Objectives:

At the end of this Employee Value Proposition EVP, Employer Branding EB, and Enhanced Talent Engagement course, the participants will be able to:

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- Develop a comprehensive understanding of EVP and its impact on organizational success.
- Align EVP with organizational values and culture.
- Utilize Employer Branding strategies to enhance talent attraction and retention.
- Measure and assess the effectiveness of EVP and EB initiatives.
- Create a strong, cohesive, and authentic Employer Brand.

Targeted Competencies:

By the end of this Employee Value Proposition EVP, Employer Branding EB, and Enhanced Talent Engagement training, the participant's competencies will:

- Strategic thinking in HR and branding.
- Talent attraction and retention.
- Communication and storytelling.
- Brand positioning and differentiation.
- Analytical skills for HR metrics and performance indicators.

Course Content:

Unit 1: Introduction to Employee Value Proposition EVP and Employer Brand EB:

- Definition and Core Concepts of EVP and EB.
- Importance of EVP in Today's Workforce.
- Relationship Between EVP and Employer Brand.
- Components of a Compelling EVP.

Unit 2: Developing an Effective EVP Strategy:

- Analyzing Organizational Values and Culture.
- Targeting the Right Audience for EVP.
- Designing an EVP Framework.
- Incorporating Diversity, Equity, and Inclusion DEI in EVP.
- Developing Communication Channels for EVP.

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Unit 3: Employer Branding and its Strategic Importance:

- Defining the Employer Brand Promise.
- Brand Storytelling for Employer Brand Strengthening.
- Employer Brand Positioning and Differentiation.
- Engaging Current Employees as Brand Ambassadors.
- Leveraging Social Media for Employer Branding.

Unit 4: Measuring and Analyzing the Impact of EVP and EB:

- Key Metrics for Evaluating EVP and EB Effectiveness.
- Employee Satisfaction and Engagement Surveys.
- Analyzing Recruitment and Retention Data.
- Benchmarking Employer Brand Against Competitors.
- Using Data to Refine and Improve EVP and EB.

Unit 5: Case Studies and Practical Applications of EVP and EB:

- Global and Regional Employer Branding Success Stories.
- Creating a Personalized EVP and EB Strategy.
- Challenges and Solutions in EVP and EB Implementation.
- Workshop on EVP and Employer Brand Assessment.
- Action Plan Development for EVP and EB.

Unit 6: HR Performance Indicators and Their Impact on EVP:

- Key HR Metrics Related to EVP.
- Analyzing Employee Satisfaction and Retention Rates.
- Performance Evaluation and Its Role in Enhancing EVP.
- Using HR Data to Strengthen the Employee Experience.
- Continuous Improvement Through Feedback and KPI Analysis.