The background features a view of the Earth from space, showing the blue atmosphere and white clouds. The planet is partially obscured by the dark void of space, which is filled with numerous small, distant stars. Several large, semi-transparent, colorful shapes are scattered across the scene: a green circle in the top left, a yellow circle in the top right, a purple circle on the far right, a blue rounded rectangle in the top left, a pink rounded rectangle below the text, an orange rounded rectangle in the bottom left, and a purple rounded rectangle at the bottom center.

Reward Gateway
SUMMIT

Developing your EVP:

How to attract, engage and retain your people throughout the employee journey



Kylie Green

Global SVP of
Consultancy,
Reward Gateway



Ali Fitzsimons

Consultant,
Reward Gateway

What are you hoping to get out of today?

- ★ Tips and suggestions
- ★ Ideas to take to my team
- ★ Technology solutions
- ★ Strategic framework

Your Employee Value
Proposition isn't just about
what you **give**, but how you
make your people **feel**.

What does developing an EVP allow you to do?

- Understand your unique benefits as an employer
- Align your value proposition with your employer brand
- Facilitate recruitment and talent acquisition strategies
- Increase employee retention
- Engage your existing people
- Increase your position as an employer of choice



Module 1

Defining and Developing
Your EVP



What is your organisation currently known for in the labour market?

Company coverage



Job site reviews: (e.g. Glassdoor, Indeed)



Employee feedback



Social profile status



The 4 EVP Steps



1

Discover

what critical talent is looking for and what helps them thrive



2

Define

what you want to be known for and how you'll stand out in the labour market



3

Package

your offering in a way that is positive, unique and easily understood



4

Promote

your employer brand every day, and extend it beyond the employee

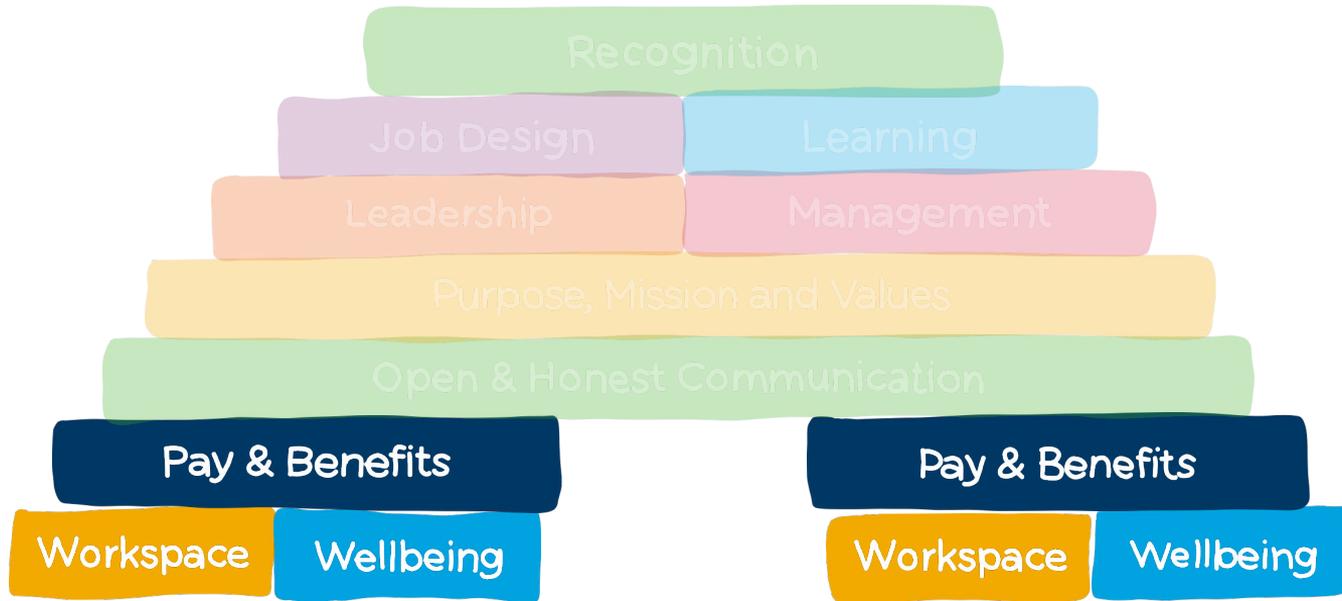
The 4 EVP Steps in Action



The Employee Engagement Bridge



The Employee Engagement Bridge



Repackaging benefits to enhance your EVP

Category	Reason to provide	Example
Economic	Helps employee save money and amplifies employer spend	<ul style="list-style-type: none">• Health, Insurance• Discount programmes• Gym membership
Cultural	Makes a statement about our company culture or drives a behaviour you want	<ul style="list-style-type: none">• Wellbeing allowance or access to wellbeing programmes to create a culture where wellbeing is encouraged• Volunteer days off• 'Duvet' days
Time	Helps employees save time	<ul style="list-style-type: none">• Meals on site• Concierge services
Regulatory	Provided because they are required by law/legislation	<ul style="list-style-type: none">• Annual leave programmes

Amplifying employees and their families' disposable income

Groceries & Food

Jennifer Fyans
Account quick links

Save 4%
in-store and online with an Instant Reloadable Card >



33 retailers found Display: 20 per page Order By: Popularity

Featured

ASDA Asda has over 600 stores across the UK - ranging from large supercentres, to supermar...[View more](#)
Check out Top Offers this week Auto Top-Up **Save 4%** [Check offers](#)

Sainsbury's Save on your grocery shop in any of Sainsbury's 1,000+ stores and claim Nectar points...[View more](#)
Auto Top-Up **Save 5%** [Check offers](#)

TESCO Tesco gift cards can be spent in over 3,000 UK stores on anything from groceries to g...[View more](#)
Auto Top-Up **Save 4%** [Check offers](#)

John Lewis Shop new season trends in homeware, furniture and fashion at John Lewis & Partners. D...[View more](#)
Auto Top-Up **Save 4.5%** [Check offers](#)

M&S Marks & Spencer M&S is one of the best known and loved names on the British high street. From stylish...[View more](#)
Save 7% [Check offers](#)

ASDA Save £240 a year with our grocery discounts. *Based on 5% discount on an average shop of £100 a week.

Fashion Did you know you can save up to £180 per year with our fashion discounts? *Based on a 10% discount on an average spend of £150 a month.

Days out and Entertainment Save up to £240 a year with our days out deals. *Based on a 10% discount on an average spend of £200 a month.

Book with favourite grocery Save up to 5% on your food shop >>

Book with favourite cancellation Save 7% on all your booking.c... reservations >>

My Account

MS Mihaela-Cristina Stoica
Account quick links

Summary

- General Settings
- Security Centre
- Communications Preferences
- My Cashback Statement
- My Instant Vouchers
- My Reloadable Cards
- My Auto Top-ups
- Top-up by Text
- My Orders

boom! benefits

- SmartTech
- Cycle to Work
- Choose your package

My Total Savings

£1,292.40

Since joining boom! Discounts UK
*This figure is an estimate based on your activity

Cashback Balance

Total: Available to withdraw:

£461.68 **£13.11**

[View Statement](#) [Withdraw Now](#)

My Awards



My Recent Savings

Last 6 months

600

Where have you saved money

Once you **start saving** money at your favourite retailers -

The evolution of Checktrade platform 'FAB'

2016



Discounts



SmartTech™



2022



Reward and Recognition



Employee Communications



Wellbeing



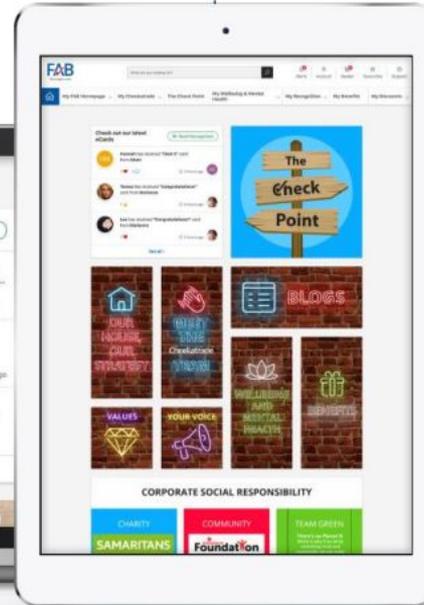
Salary Sacrifice Benefits

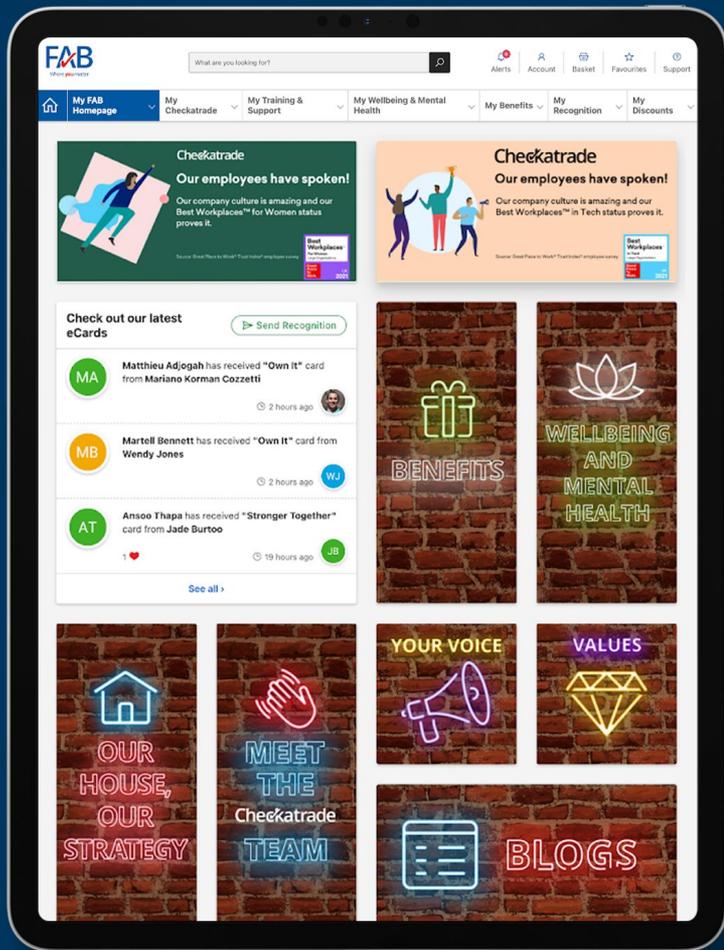


SmartTech™



Discounts

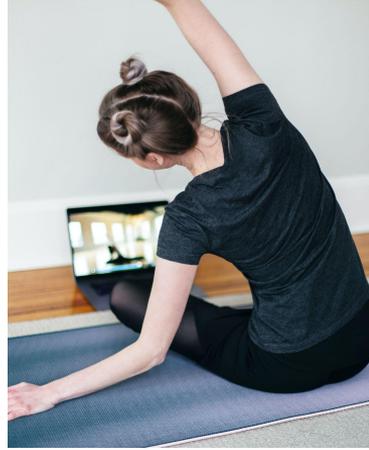




Maximising employee wellbeing and engagement has always been a top priority for our business and having this all-in-one hub that houses discounts, internal comms, wellbeing resources and company policies has played a massive part in achieving that.

Maddie Roberts, Reward & Recognition Lead

Checkatrade



Module 01 | Defining and Developing Your EVP

Workspace ≠ Office

	Recommended Home Modes		
	Retreat	Plugged In	1-to-1
I feel	Recharged	Accomplished	Supported
I can	De-stress, reflect, refocus, decompress, relax, balance, meditate, reset, have a wellbeing session, read	Produce, flow, focus, concentrate, accomplish, work on complicated task, watch LTTV Sessions, participate in virtual volunteering	Hold client demos, meet and strengthen relationships, mentoring, make decisions, address concerns, provide feedback
This supports our value	We are human	We work hard	We speak up
These workspace elements support my success	Quiet and private space, ability to step away being empowered to take time	Headphones, music, no distractions, desk, wifi, charger, monitor, clean desk	WFH Desk Bundle, well lit, privacy encouraged, headphones, video conferencing

	Recommended Office Modes				
	Meeting Little	Meeting Large	Buzzin'	Briefing	#RGfun
I feel	Connected with my team	Connecting with Clients	Collaborative and Productive	Aligned	Happy
I can	Brainstorm, connect with teams and clients, hold demos, plan, learn, focus, huddle, bond, share, set goals	Align with my team, collaborate, inspire, share, problem solve, learn, communicate, celebrate, boom!Fest	Do lively work, mindmap, create ideas, show I am available, talk on the phone and video calls, shadow and mentor, have impromptu meetings, work side-by-side	Learn, onboard, training, mentoring, network, align, celebrate, interact, inspire, EPIC events	Socialise, play, drink, gather, celebrate, learn, team wellbeing, EPIC events, de-stress
This supports our value	We push the boundaries	We think global	We own it	We delight our customer	We love our job
These workspace elements support my success	Bookable spaces that allow social distancing or video conferencing, privacy encouraged	Bookable large spaces that allow social distancing, seamless connectivity, high energy, bright and airy, transparency	Comfortable noise, movable chairs, teamwork, collaboration with team mates	Seamless connectivity to global teams, large spaces, digital displays, whiteboard, sticky notes, notepads & pens	Games, food, activities, events, dogs, downtime., Experience Manager support, non-disruptive space
RG recommends working from	Office	Office	Office	Office	Office

Supporting employee wellbeing

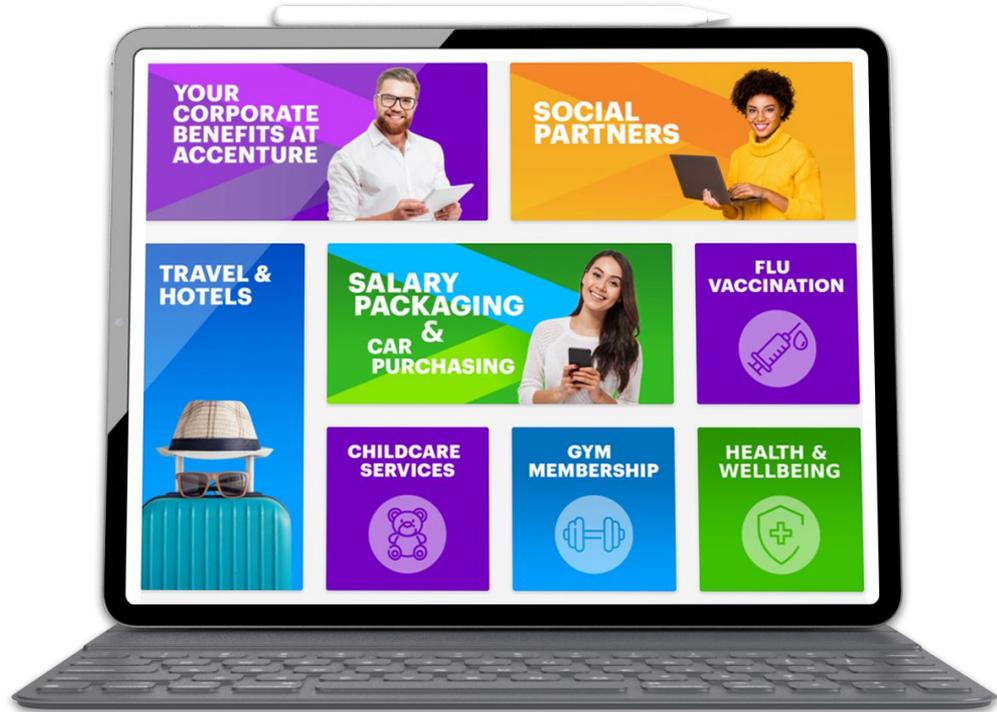
40%

of employees cited a lack of financial, physical or mental wellbeing support as the main reason they would leave a job

Censuswide, April 2022



Supporting employee wellbeing







Defining and developing your EVP

How can you review your position and **reputation** in the employer market

How can you **revisit and repackage your benefits** offering to provide choice, relevance and impact

A **holistic wellbeing approach** is a compelling talent attraction and retention tool

Module 2

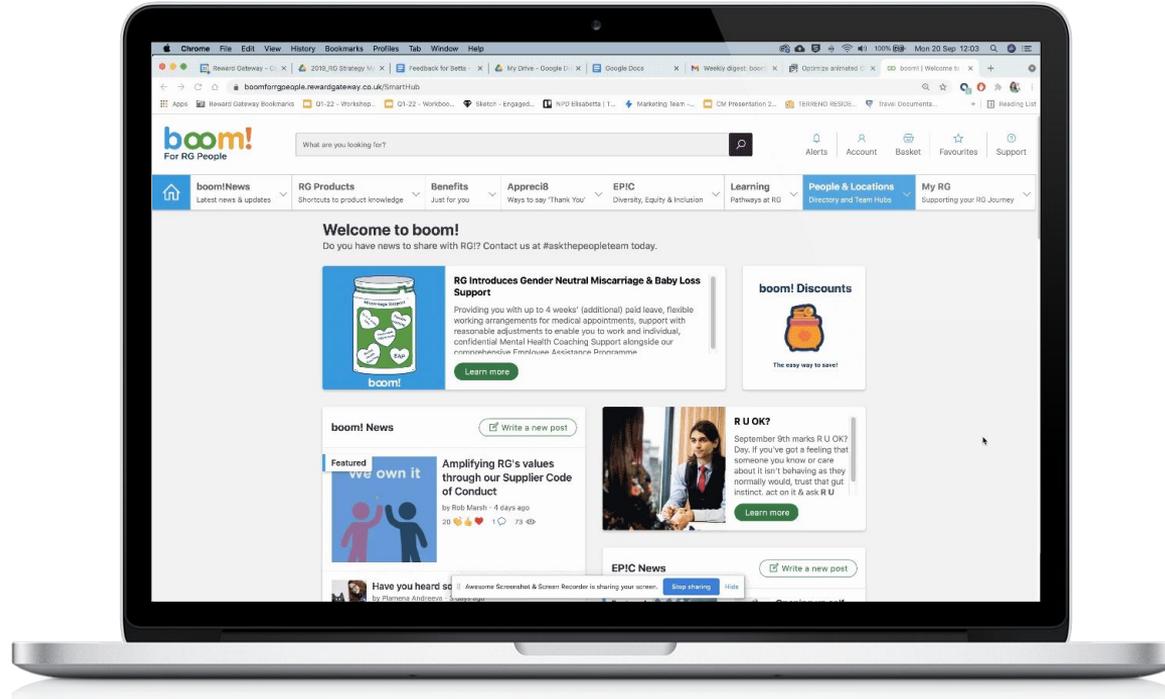
Creating a Culture
That Connects and
Engages Individuals

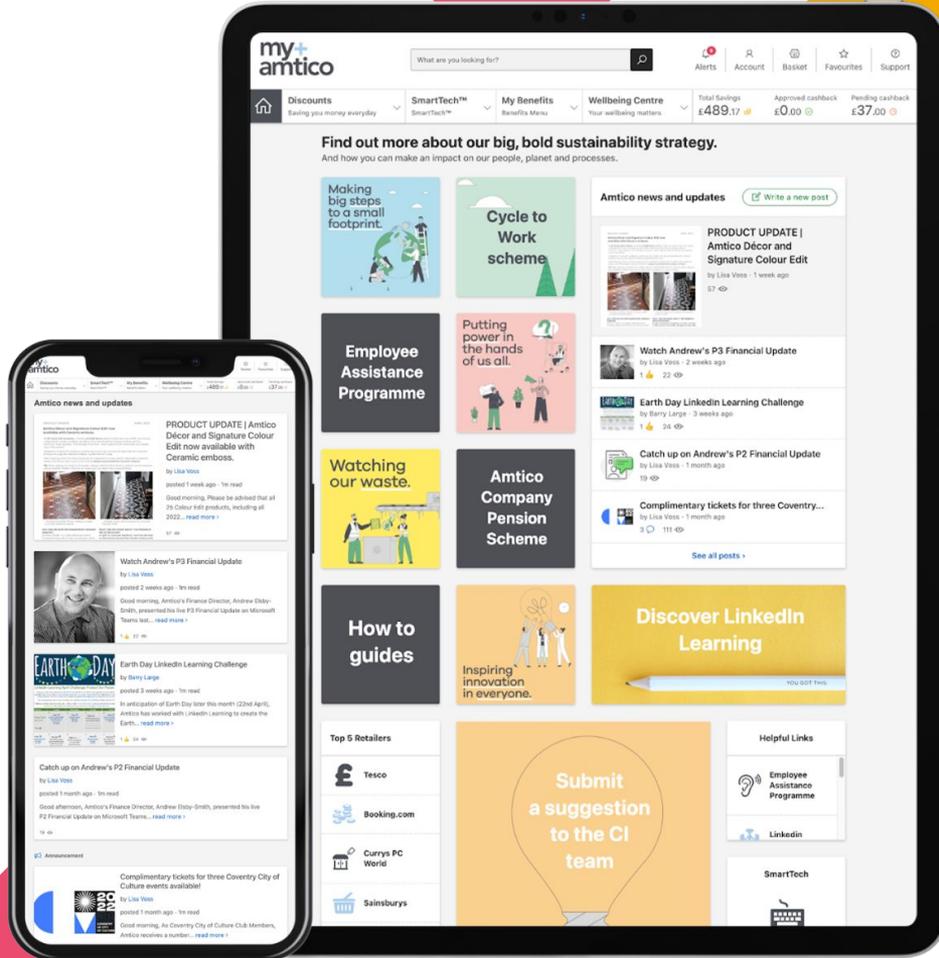


The Employee Engagement Bridge



Showcase how you support success and make that information easy to find





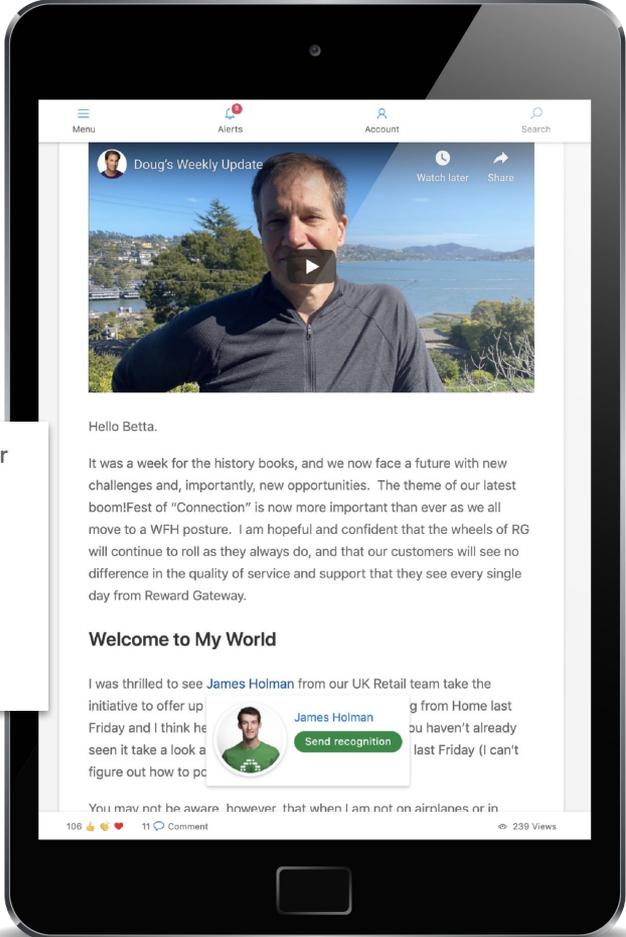
Connect your people with each other and leaders on a regular basis



Doug's Weekly Review - Down Under and Better Together
by [Doug Butler](#)
posted 3 weeks ago · 5m read

Hello Jenny I arrived home from Australia on Sunday morning after a 14-hour flight... [read more >](#)

68 👍👎❤️ 6 💬 258 👁



Menu Alerts Account Search

Doug's Weekly Update Watch later Share

Hello Betta.

It was a week for the history books, and we now face a future with new challenges and, importantly, new opportunities. The theme of our latest boom!Fest of "Connection" is now more important than ever as we all move to a WFH posture. I am hopeful and confident that the wheels of RG will continue to roll as they always do, and that our customers will see no difference in the quality of service and support that they see every single day from Reward Gateway.

Welcome to My World

I was thrilled to see [James Holman](#) from our UK Retail team take the initiative to offer up [g from Home last Friday and I think he seen it take a look a figure out how to pc](#) [Send recognition](#) [bu haven't already last Friday \(I can't](#)

You may not be aware however that when I am not on airplanes or in

106 👍👎❤️ 11 💬 Comment 239 Views

Make your purpose, mission and values clear with frequent touch points to a recognisable employer brand

Write down how new and existing employees discover and connect with...

Our Purpose & Mission

Where and when is our Purpose & Mission visible/ mentioned?

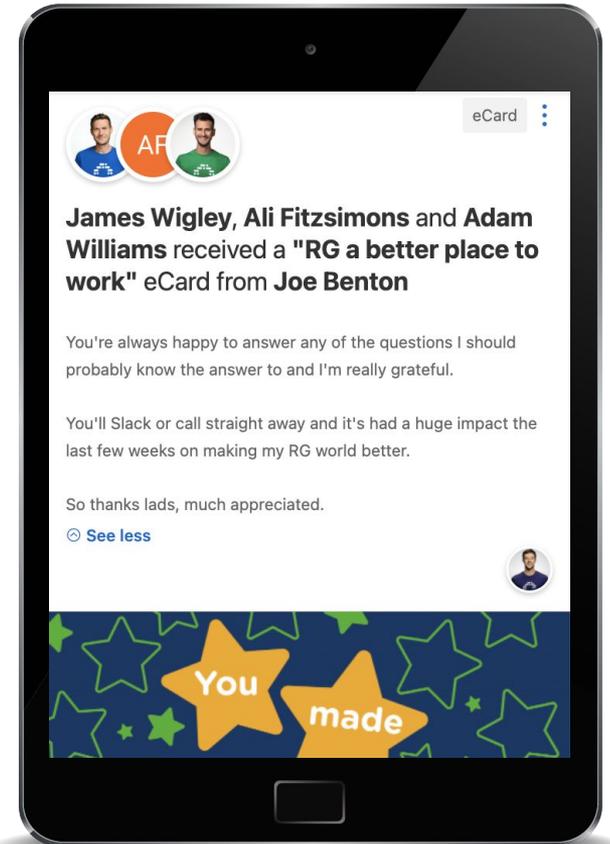
Our Strategic Goals

Where and when are our strategic goals visible/ mentioned?

Our Values

Where and when are our Values visible/ mentioned?

Celebrate your success and highlight the contributions your people make



Module 3

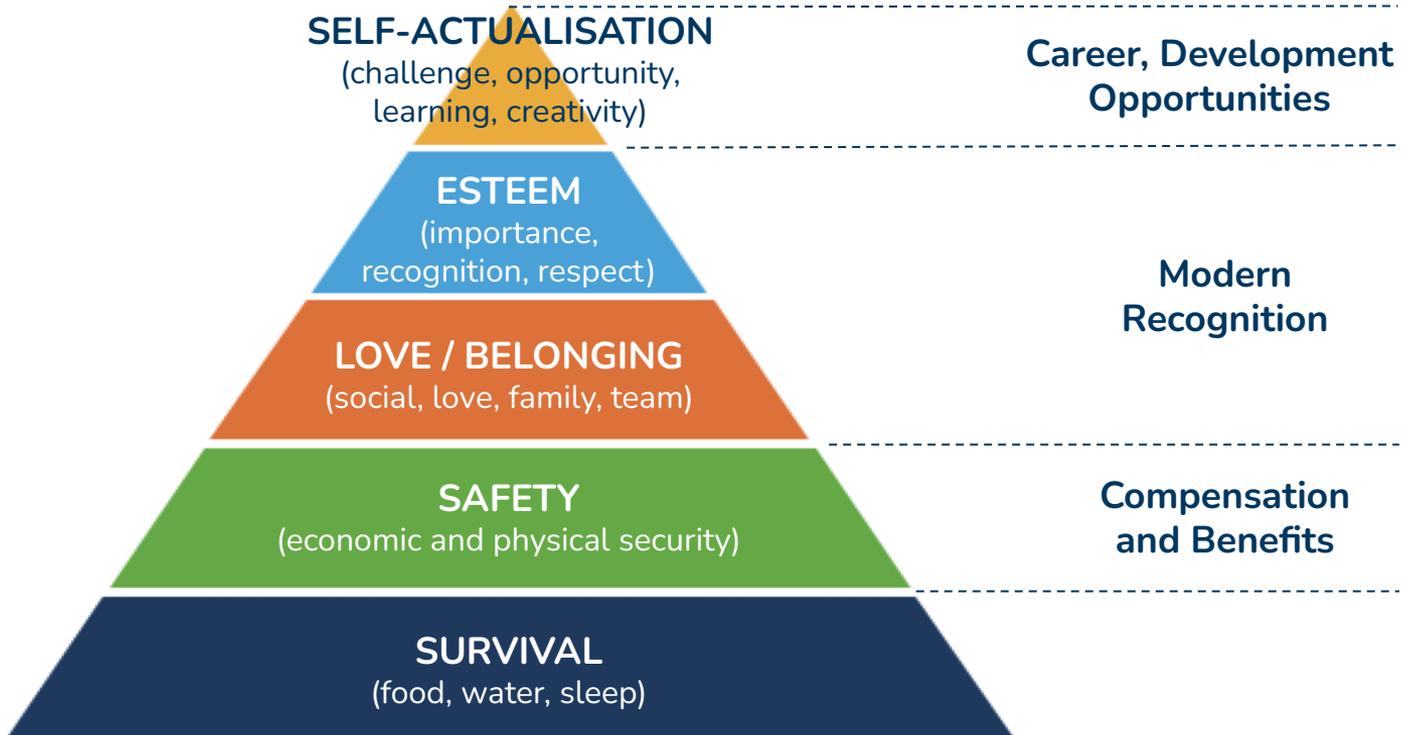
Adopting an Agile
Mindset for Your
People



The cost of living crisis

- ➔ 38% of people worry about money on a weekly basis ([Breakingnews.ie](#))
- ➔ Cost of renting is expected to climb by nearly £1,000 (8.5%) ([BirminghamLive](#))
- ➔ Average food shop predicted to increase by around £100 (+3.2%) ([BirminghamLive](#))
- ➔ Regulated rail fares in England will rise by 3.8% in March ([The Guardian](#))
- ➔ Energy prices set to increase by 54.3% in April - adding nearly 700 to our yearly bill ([BirminghamLive](#))
- ➔ Average employee set to lose more than £1,000 in incremental costs each year ([HR Magazine](#))

Maslow's Hierarchy of Needs - why people stay



Health and Wellbeing

All the benefits that impact and support your mental, physical, and financial wellbeing and help you and your family live a happy, healthy life.

Category:

- Eye Tests [View Details](#)
- Free Flu Jabs [View Details](#)
- Stop Smoking Assistance Programme [View Details](#)
- Wellbeing Centre [View Details](#)
- Health Care Cash Plan [View Details](#)

Salary Sacrifice and Payroll Benefits

Description

Benefit:	Annual Amount:	Periodic Amount:	Savings:	Actions:
SmartTech™	-	-	-	Apply now
Cycle To Work	-	-	-	Apply now
Choose Your Package	2020	-	-	Read more

Annual Savings: **£345.00**

Office Perks

Our mission is to 'Make the world a better place to work' and that includes our own RG world. Our Office Perks are here to make sure everyone is getting exactly what they need while working.

Category:

- Book Benefit [View Details](#)
- Bring Your Dog to Work [View Details](#)

Save a small fortune with Childcare Vouchers

[See how it works](#)

boom! For RG People

What are you looking for?

Alerts Account Support

boom!News Latest news and updates

RG Products Shortcuts to product knowledge

Benefits Making RG a better place to work

MORE! Ways to say 'Thank You'

My RG Supporting your RG Journey

More

boom! Benefits

Welcome to your Benefits App Centre

At RG, we created benefits to support the wellbeing of our people. Our boom!Benefits ensure you and your loved ones have the resources you need to thrive. We offer a wide range of benefits in areas including health, family, finance, workplace, professional, and time away. They've been designed based on our five core benefit principles: Fairness, Choice, Balance, How & Easy as well as lots of feedback shared by our employees all across the globe. Our People Team continually reviews and evaluates our global benefits to ensure that RG People have the most amazing benefits available to them. Click the tiles below to find out more.

boom! Benefits | Family Wellbeing

Family Wellbeing

How RG supports and cares for you and your family through all of life's stages

- Baby Bonus**
Bonus paid when you have a baby.
- Caregiver Support**
Supporting those caring for a family member or friend.
- Domestic Violence Protection Programme**
Ensuring the safety & wellbeing of our people globally.
- Miscarriage & Baby Loss Support**
Providing support to those dealing with the heartbreaking loss of a child.
- Flexible Working**
Flexible working culture so you don't miss out on life's important events.
- Friends & Family Programmes**
It feels good to give. Share our platform with your friends and family.
- Life Assurance**
Cover for your loved ones should the unexpected happen.
- Fertility Support**
Financial support to those going through fertility treatment.
- Pet Rescue**
Support for any animal rescued from a shelter and adopted as a pet.
- Restaurant / Grocery Discounts**
Chat to the People Team about our restaurant / grocery discounts.
- Retirement Bonus**
To celebrate your next big life move, we provide a retirement bonus benefit.
- Wedding Bonus**
Bonus paid when you get married.

Showing support for causes that matter

Ask Twice

Many people experience a mental health problem, so if a mate says they're fine, they might not be. A second 'how are you?' can make all the difference.

HOW TO SUPPORT A LOVED ONE

CLICK HERE TO FIND OUT MORE

Message Today 09:40

Hey mate, how was your weekend? You ok?

Yeah it was ok thanks, you!

How are you generally? You seem a bit flat?

How do you mean?

You're normally red hot responding... you've just seemed a bit slower and distant lately

time to change

let's end mental health discrimination

WATCH THE VIDEO

how to help a loved one with a mental health problem:

- keep including & inviting them
- check in regularly to see how they are
- notice & remind them of their small victories
- listen & ask questions
- visit them in their safe space
- learn about their health problem

Welcome to MyWellbeing

MY WELLBEING

MENTAL HEALTH 1 in 4

GP Services 1 in 5

Adapt

Grow

Filter

Renew

EAT MOVE SLEEP REPEAT

CONTACT ANY TIME

LifeWorks 0800 169 2020

2021 FEBRUARY

The month to **Adapt**

2021 MAY

The month to **Grow**

2021 AUGUST

The month to **Filter**

2021 NOVEMBER

The month to **Renew**

Our focus for this month is Renew. We want to highlight the importance of healthy eating to help renew and replenish our bodies.



Adopting an Agile Mindset for Your People

Use **Maslow's hierarchy** to determine where your people's needs are greatest

Pivot your **benefits positioning** for ultimate relevance

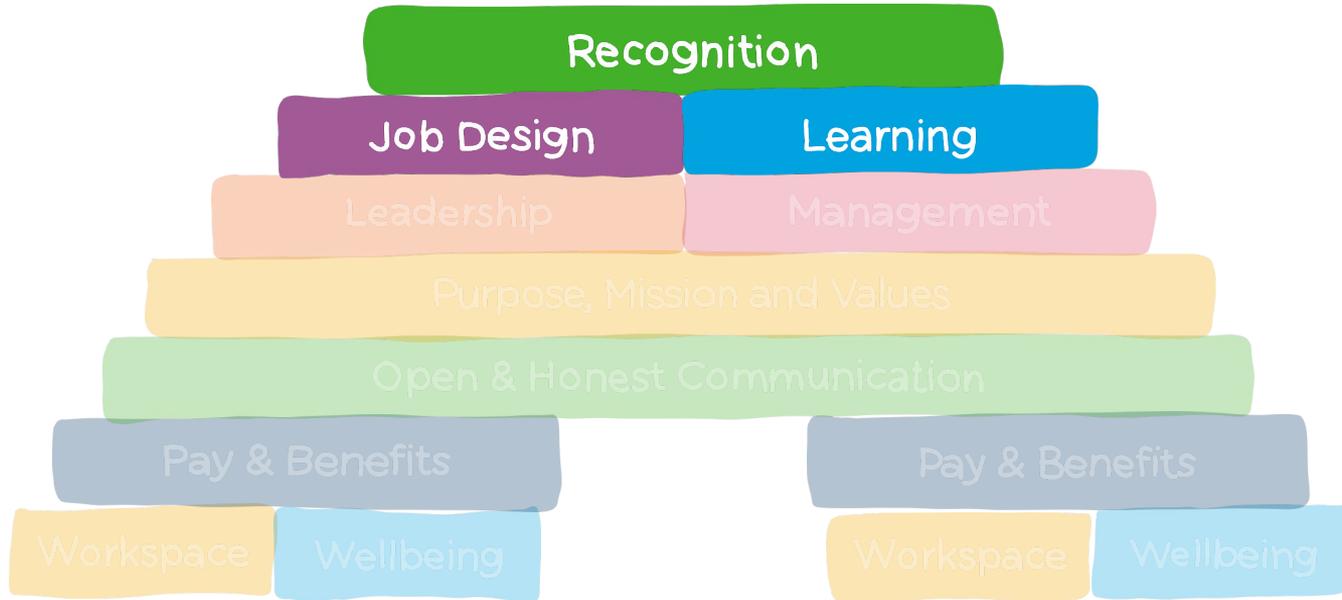
Create a culture of **innovation**

Module 4

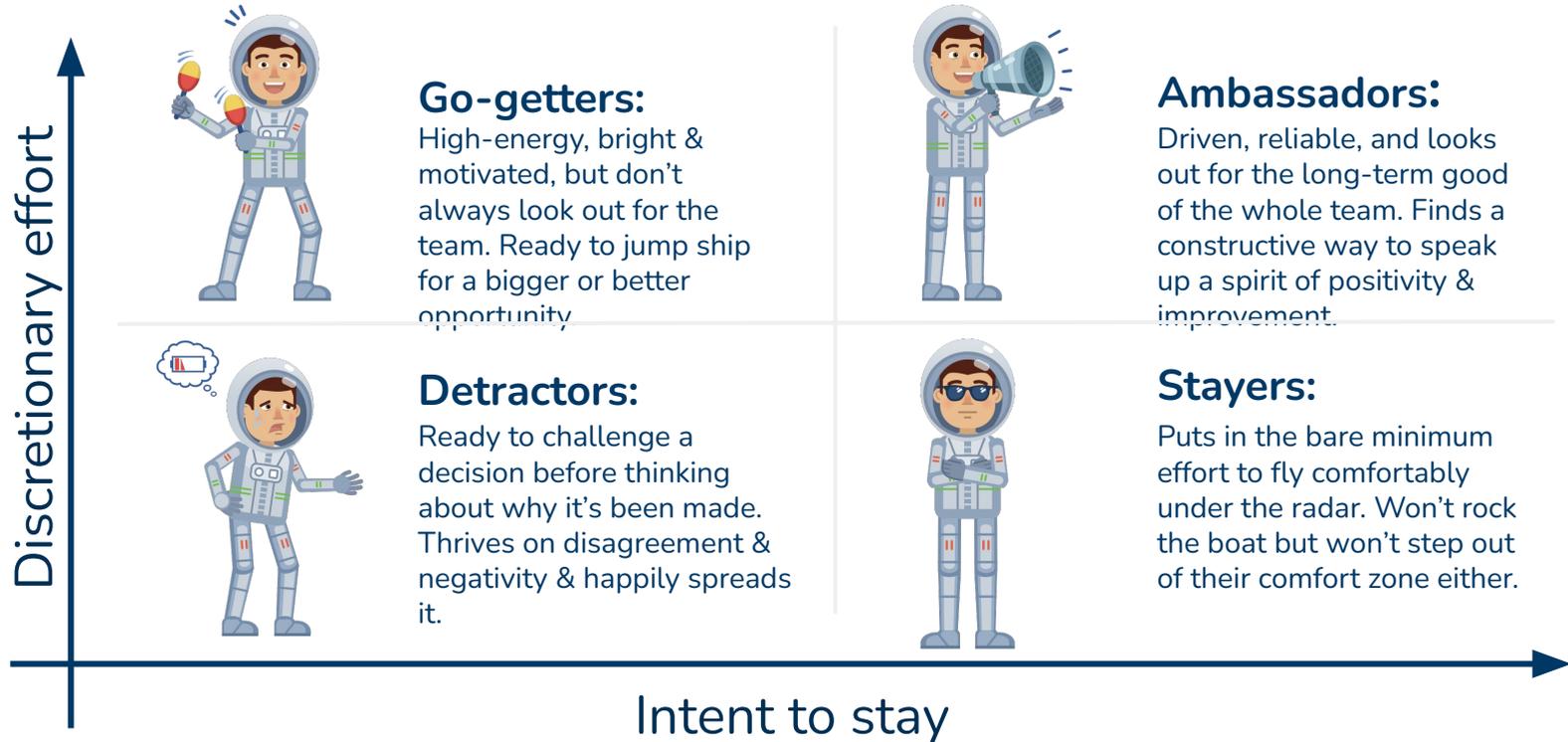
Building Employer
Brand Ambassadors



The Employee Engagement Bridge



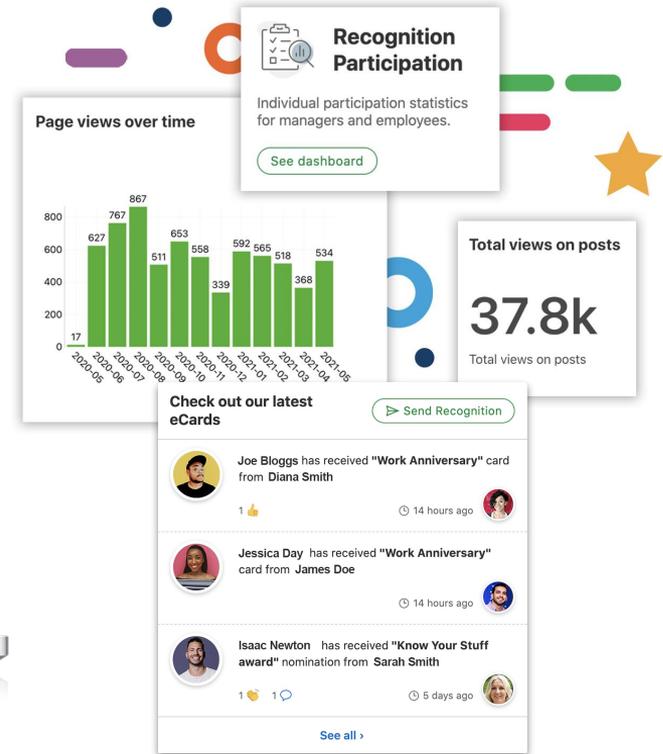
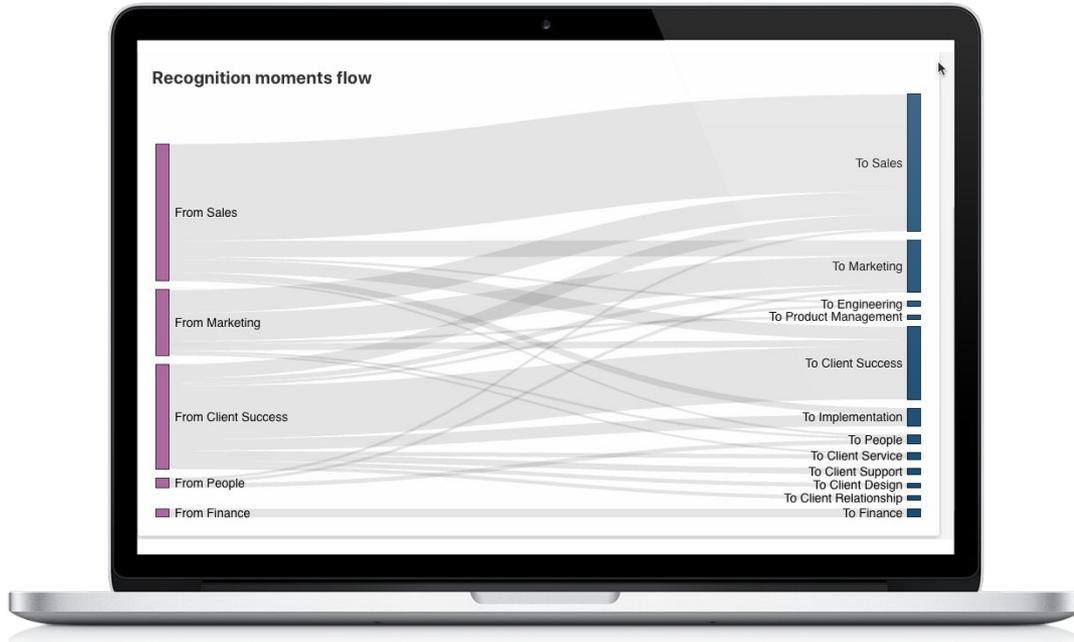
Identify critical talent: who is in your talent mix?



Identify critical talent: who is in your talent mix?

List the tools that you can leverage to help you identify critical talent:

Identify critical talent: Tap into platform data to identify teams and individuals making an impact



Using reward moments as an extension of your EVP

Visibility / Recognition



Learning



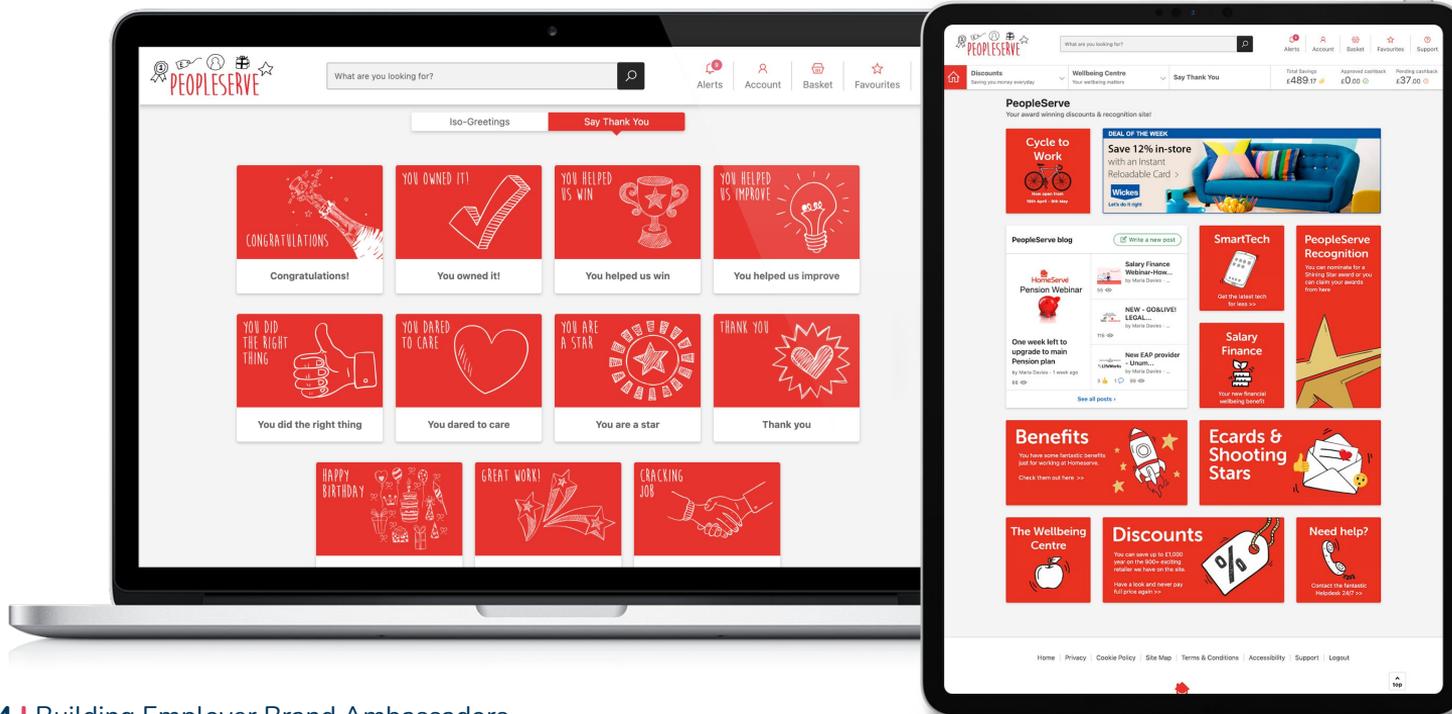
Career
Progression/Opportunity



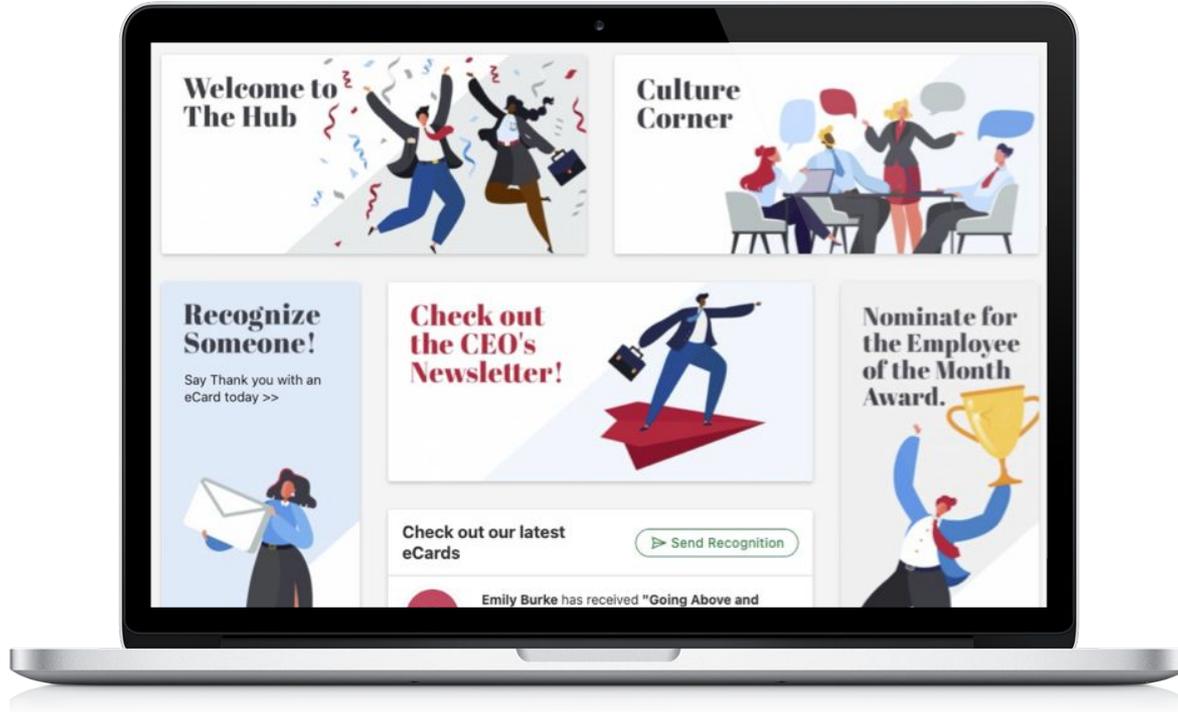
Stretch Projects



Leveraging employer brand to digitally scale culture and performance-enhancing activity

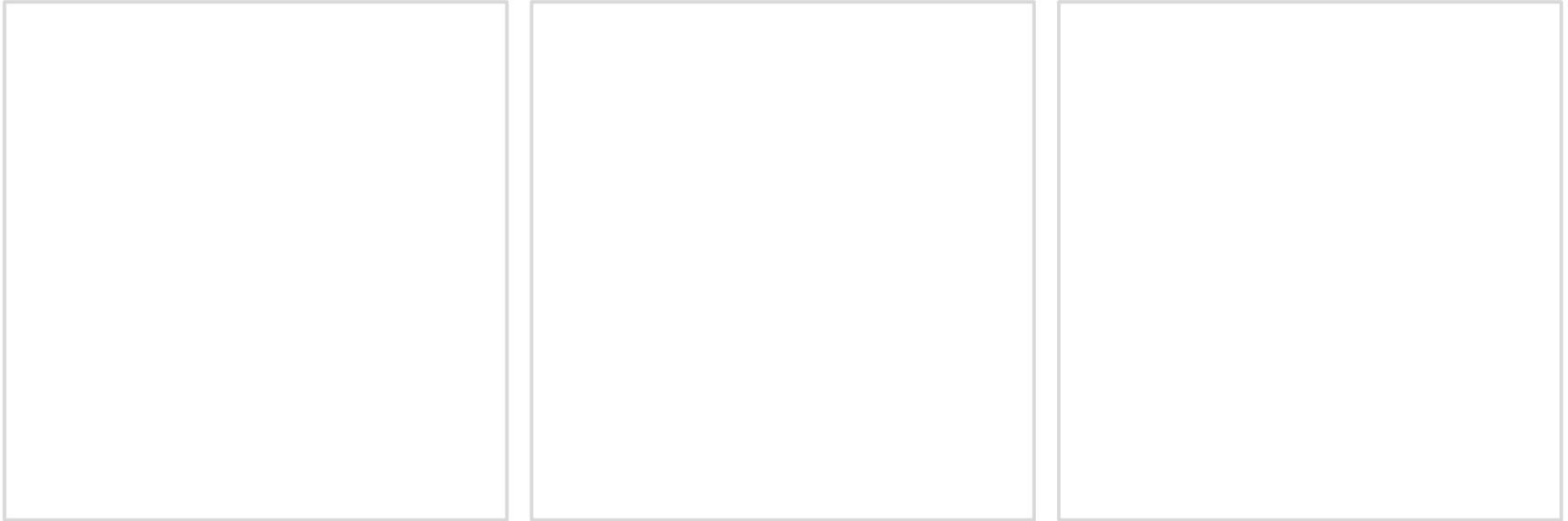


Bringing your employer brand to life



Bringing your employer brand to life

Write down some ideas that you'll adopt to adapt/evolve how you package and promote your employer brand

Three empty rectangular boxes with thin grey borders, arranged horizontally, intended for writing down ideas to adapt or evolve the employer brand.



On average, your employees have a network that is 10x larger than your company's follower base.

According to LinkedIn, content has 2x higher engagement when shared by employees.

Job vacancies shared by employees yield 30% more job applications.

Companies with high numbers of employees sharing quality content are 58% more likely to attract talent.

Source: **LinkedIn Talent Solutions**

4 super simple ways to turn employees into brand advocates

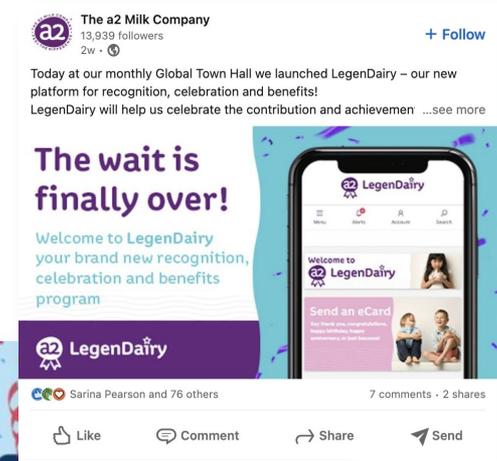
1. Give profile guidance for LinkedIn
2. Identify your champion group
3. Pinpoint opportunities for sharing
4. Recognise and incentivise their contribution



Congratulations on your employee engagement platform launch!



RewardGateway
the employee engagement people





Building employer brand ambassadors

Identify your **talent mix** and ways to attract critical talent

Bring your culture to life in your **employer brand**

Empower your people to become brand ambassadors and advocates

Set a big hairy audacious goal (BHAG) for your EVP!

Set an ambitious (but measurable!) goal to work towards as a team.

Examples: Increase eNPS by XX, Be recognised as #1 in XX awards

Send XX moments of recognition in XX months

Developing your EVP



1

Discover

what critical talent is looking for and what will help them thrive



2

Define

what you want to be known for and how you will stand out in the labour market



3

Package

your offering in a way that is positive, unique and easily understood

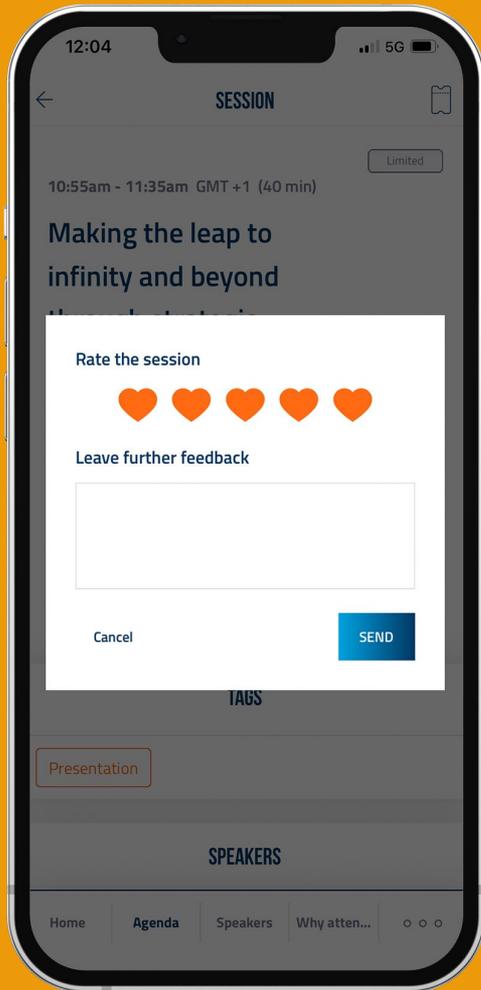


4

Promote

your employer brand every day and extend it beyond the employee





Feedback

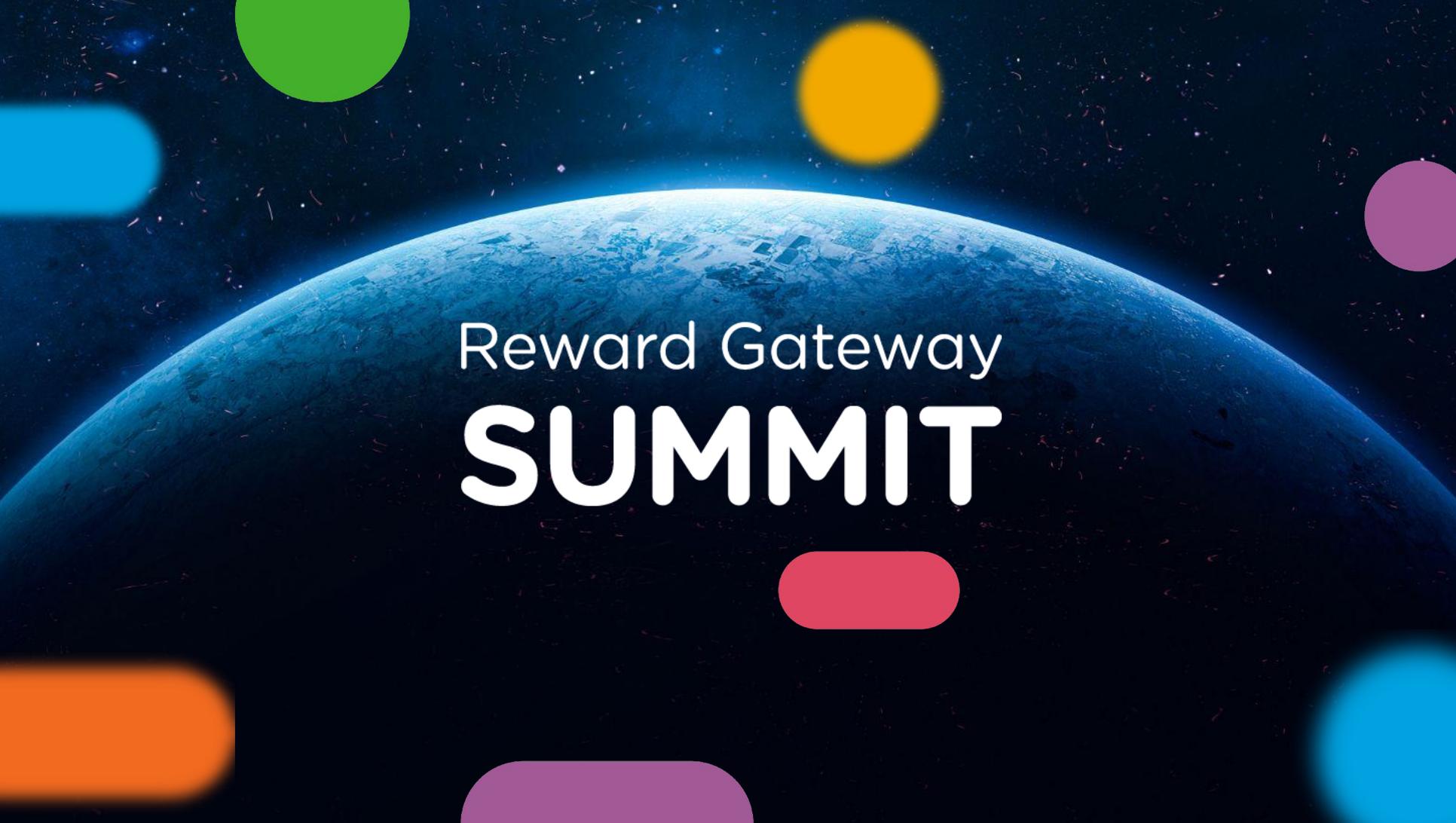


Kylie Green



Ali Fitzsimons

**Got a question?
Find us in the Community.**

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