



Reinventing EVP:

# What Companies Need Now to **Attract & Retain Top Talent**

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Do change  
**right**  
the *first* time.

# Hello & welcome



**Paul**  
Thallner



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We are a global change consultancy focused on the *people* side of change...  
because organizations don't change, **people do**



### **TOP 10 GLOBAL RATING**

Daggerwing was named a Global Leader in communications and change management consulting\*



### **70% FORTUNE 500**

Percentage of core Daggerwing clients in the Fortune 500



### **35 COUNTRIES**

Breadth of countries where Daggerwing has worked with clients over the past 3 years



We are experiencing  
**a global, cultural  
earthquake...**  
**the great reset**

We know the stats...

41%

of the global workforce is considering resigning from their current roles.

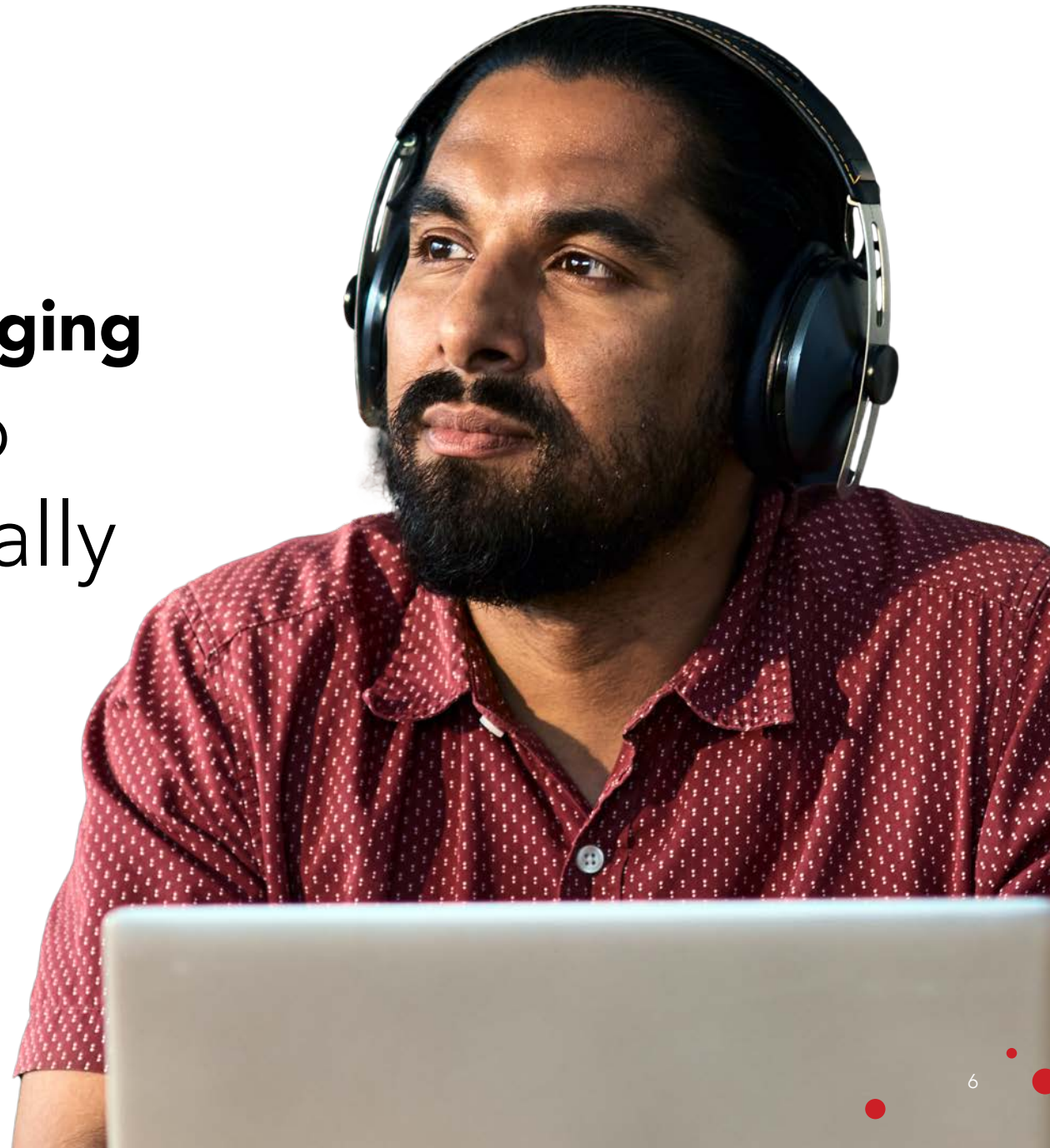
36%

of people who quit in the past 6 months did so without having a new job.

—  Microsoft

*But why is this happening?*

**... New fault lines are emerging**  
as peoples' relationship  
with work is fundamentally  
changing...

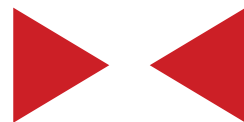
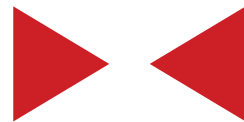
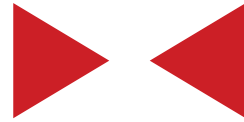


## EMPLOYEES ARE...

Feeling less valued by their organization (54%)

Feeling less valued by managers (52%)

Lacking a sense of belonging (51%)



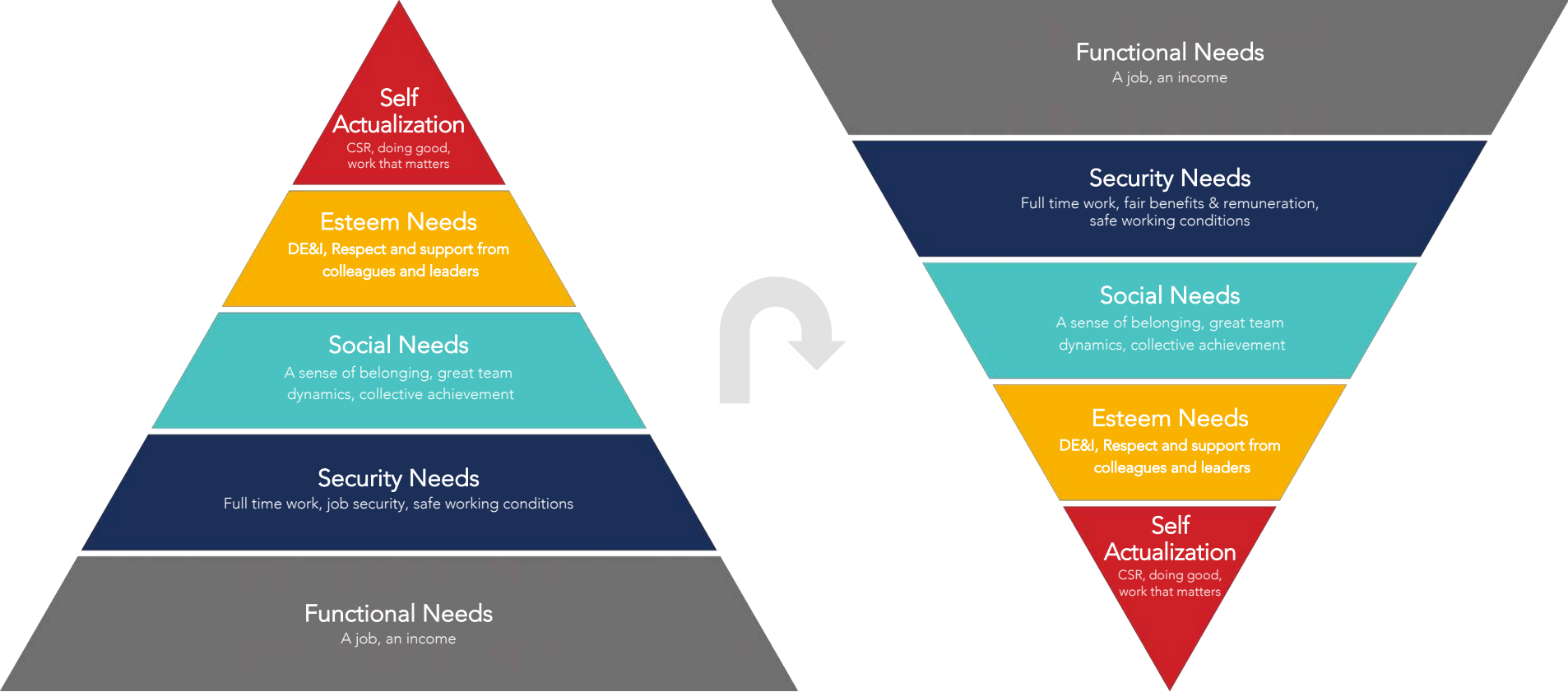
## WHILE MANY EMPLOYERS ARE...

Focused on transactional factors

Blaming external factors (e.g., workers job hunting)

Over-indexing on structural factors (e.g., compensation)

# The result: Maslow's hierarchy is being re-evaluated and, in some cases, flipped on its head





# And **new priorities** are coming to the forefront...



**Authenticity**  
in response to social  
movements and causes



Empathy and a  
**sense of belonging**  
among caring and  
trusted colleagues



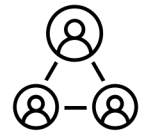
**New definitions**  
of business success  
(e.g., ESG)



The **flexibility** to  
integrate work with  
their personal lives

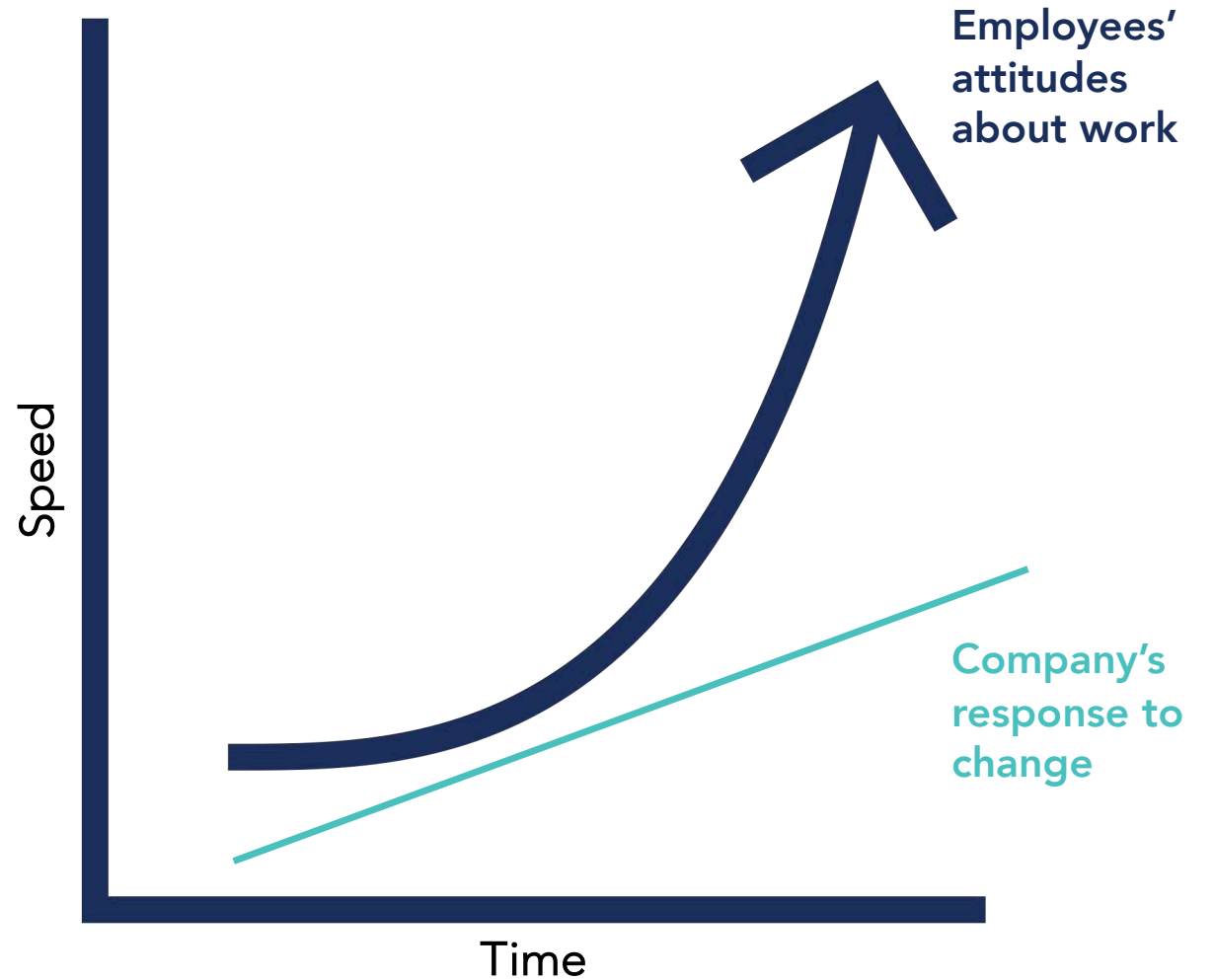


Purposeful work **that  
ladders up to  
something greater**



**Growth mindset**  
is front and center

As our relationship with work is evolving, organizations are struggling to keep up...



It's never been more important for workplaces **to be clear about the value they bring to their people, communities and the world.**



# So, **what** can you do about it?

Five truths of a winning EVP

01

TRUTH

Your EVP must be  
**authentically yours,**  
and authentically  
HUMAN



01

TRUTH

Your EVP must be  
**authentically yours,**  
and authentically  
HUMAN

## What we've learned...

- ✓ Highlighting your quirks can be appealing to prospective employees
- ✓ People have a very sensitive BS meter
- ✓ People want to fit-test the org before committing
- ✓ Avoid a laundry list, focus on the 3-5 most important things



02

TRUTH

Your EVP must ladder  
up to **your purpose  
and strategy**

02

TRUTH

Your EVP must ladder up to **your purpose and strategy**

## What we've learned...

- ✓ The EVP is a reflection of your strategy
- ✓ Purpose is a powerfully magnetic force in today's recruitment environment
- ✓ When purpose is multi-faceted and aligned, the message is amplified
- ✓ Lab-grown purpose PR fails every time. It's much harder to fake it till you make it.



03

TRUTH

You must look inside  
first and **create**  
**movement**



03

TRUTH

You must look inside  
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**movement**

## What we've learned...

- ✓ Create opportunities for employees to be 'part of the story'
- ✓ Pull through a consistent visual brand for the movement
- ✓ Spark a grassroots program to create energy
- ✓ Understand the narratives in your organization and make it compelling!



04

TRUTH

A culture of  
belonging, flexibility  
and growth **must be  
visible and true**

04

## TRUTH

A culture of belonging, flexibility and growth **must be visible and true**

## What we've learned...

- ✓ EVPs are only as good as their accessibility to all
- ✓ It's okay to be a work in progress...but show progress
- ✓ Aspiration statements must be balanced with reality

05

TRUTH

This is not a one  
and done.  
**Keep evolving.**



05

TRUTH

This is not a one  
and done.

**Keep evolving.**

## What we've learned...

- ✓ Orgs that stop paying attention to the market become outdated fast
- ✓ Words and actions need to evolve with changing demands
- ✓ A company is constantly changing, and so must your EVP

## In summary...

### TRUTH 01

Your EVP must be **authentically yours**, and authentically HUMAN

### TRUTH 04

A culture of belonging, flexibility and growth **must be visible and true**

### TRUTH 02

Your EVP must ladder up to **your purpose and strategy**

### TRUTH 05

This is not a one and done. **Keep evolving.**

### TRUTH 03

You must look inside first and **create movement**

Q&A



# Thank you.

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