

Make your house a home



Imagine your organisation is a house on the market. What's the first thing buyers notice? If it's the lush garden, the zen bedroom and the spacious loft then you'll likely have people scrambling to put in an offer.

But if it's the cramped kitchen, draughty windows and condemned electrics nobody's going to want to move in – and current residents are already on the search for their next pad.



What makes your home the one they would choose?

It's all about a powerful Employee Value Proposition.

A strong EVP helps you hang onto your brightest talent – and attracts your future shining stars. It paints a vivid picture of the benefits people get from being part of your organisation – throughout their stay.

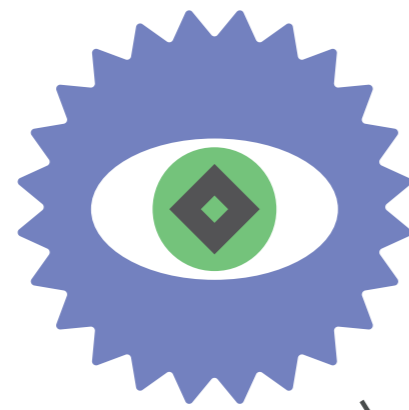
Put simply, it explains to candidates "what's in it for me" and makes them want to settle in and make themselves at home.

Room to grow

At the top of the house, we have the loft, aka **Personal Development and Career Progression**. How much space is here to grow and expand? What training and development opportunities are holding the rafters together? Is there a skylight where growth planning and future potential can shine through?

Setting the scene

The front door, hallway and stairs connect the rest of the house. They let people know what you're about as soon as they step over the threshold – just like your **Purpose and Vision**. Why does your organisation exist, what do you want to achieve, and what sets you apart? Whatever it is, make sure it draws people in and inspires them to explore.



Getting together

The lounge is where your **Culture** hangs out. What sets the vibe that makes people feel connected and at home? Do people want to sink deep into your values and behaviours, like a marshmallow sofa?



Rest and recharge

Ever escaped to the bedroom for a quick nap, or a quiet read? Or retired to the bathroom to soak your muscles after a full-on gym workout? Whether you want to energise and top up your power levels or switch off and give your mind and body some TLC with a healthy work/life balance, these are the rooms for your **Wellbeing**.



Boosting energy

The kitchen is where we seek nourishment and refreshment, or in EVP terms, **Reward and Recognition**. What benefits do your people get for their efforts? Think beyond salaries – what do you serve up that makes your people feel valued and appreciated?



Nurturing your environment

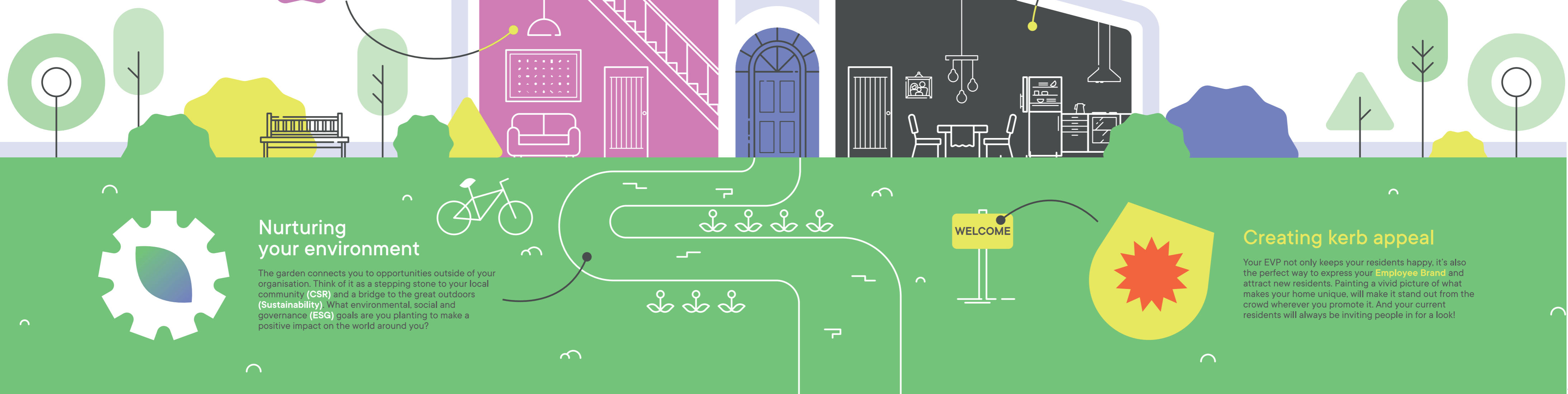
The garden connects you to opportunities outside of your organisation. Think of it as a stepping stone to your local community (**CSR**) and a bridge to the great outdoors (**Sustainability**). What environmental, social and governance (**ESG**) goals are you planting to make a positive impact on the world around you?



Creating kerb appeal

Your EVP not only keeps your residents happy, it's also the perfect way to express your **Employee Brand** and attract new residents. Painting a vivid picture of what makes your home unique, will make it stand out from the crowd wherever you promote it. And your current residents will always be inviting people in for a look!

WELCOME



The global pandemic has caused many of us to re-evaluate how, where and when we work – and for who. Remote and hybrid working has broadened opportunities, putting candidates firmly in the driving seat. And many are demanding (and receiving) higher compensation, greater flexibility, a strong sense of purpose and an inclusive culture that supports them to grow and develop while giving them time to feed their passions. To compete in this game, organisations need to up the ante.

The rules of the talent and recruitment game have shifted dramatically.

- References:**
1. Gone for now, or gone for good? How to play the new talent game and win back workers: McKinsey Quarterly 2022
 2. Great Resignation or Not, Money Won't Fix All Your Talent Problems: Gartner, 2021
 3. Office for National Statistics, 2021
 4. Benenden Health Mental Wellbeing at Work Report, 2020

Research tells us moving house is one of the most stressful life events – and yet every year in the UK, thousands of us take the plunge. Because when our existing home no longer meets our needs, or we've spotted our dream house – and it's not the one we're living in – then staying put is not an option. And, according to Gartner's Great Resignation, it's these same drivers that are spurring thousands of people to rethink who they work for – and where:

01 ● My house is no longer fit to live in (the plumbing is broken; the roof is leaking).

02 ● My house may be fit to live in, but it no longer meets my needs (we need an extra bedroom).

03 ● Other houses look better (like that house we drive by every morning).

04 ● I don't want to live in a house anymore (I want to live on a boat).

Why are employees quitting?

Resignations, vacancies, and job-to-job moves are the **highest they've been in the UK for 20 years**³

60% of leaders say they're 'significantly concerned' about employee turnover²

65% of employees say the pandemic has made them rethink the place that work should have in their lives²

Time to fill a role has **increased by 18%** since before the pandemic²

About **half of people** who get a job offer are considering at least two other offers at the same time²

55% of people would seek a new job if their mental wellbeing wasn't supported by their employer⁴



Edition 1 (2022)



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with a powerful Employee Value Proposition