



Drift Employer Brand

COMPANY

Uncovering Our EVP

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May 2022

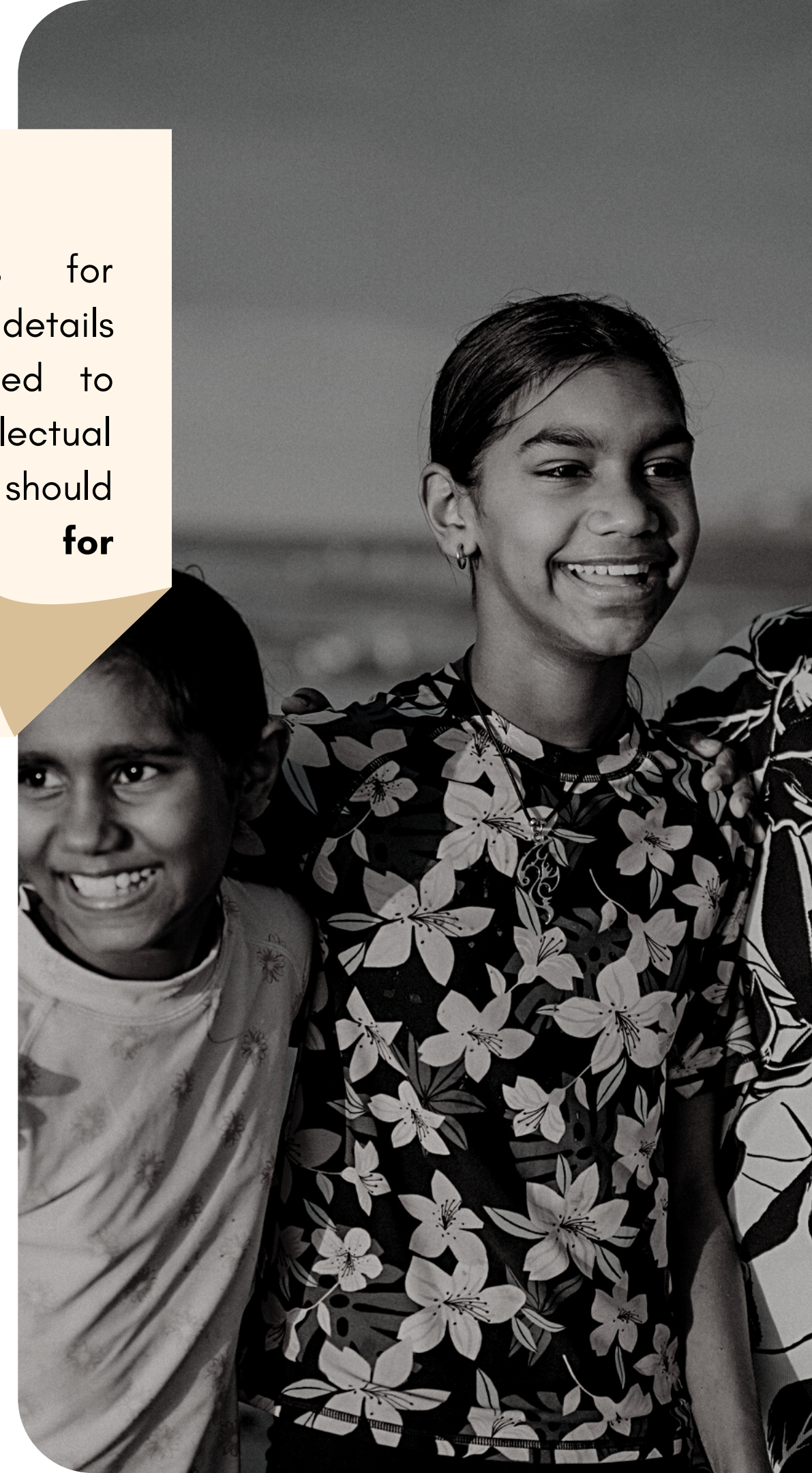




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THE GROUNDWORK

Current-State: **Working Toward COMPANY's** **EVP**

The Role of an EVP

The EVP is a set of strategic, purpose-aligned ideals that act as a master plan for our employee and talent experience. Based on real insights from our employees, our long-term vision and the state of the competitive talent market, we will uncover the unique COMPANY EVP. Then, we will leverage it to inform streamlined, impactful talent strategies.

The EVP becomes an integral part of your talent strategy.

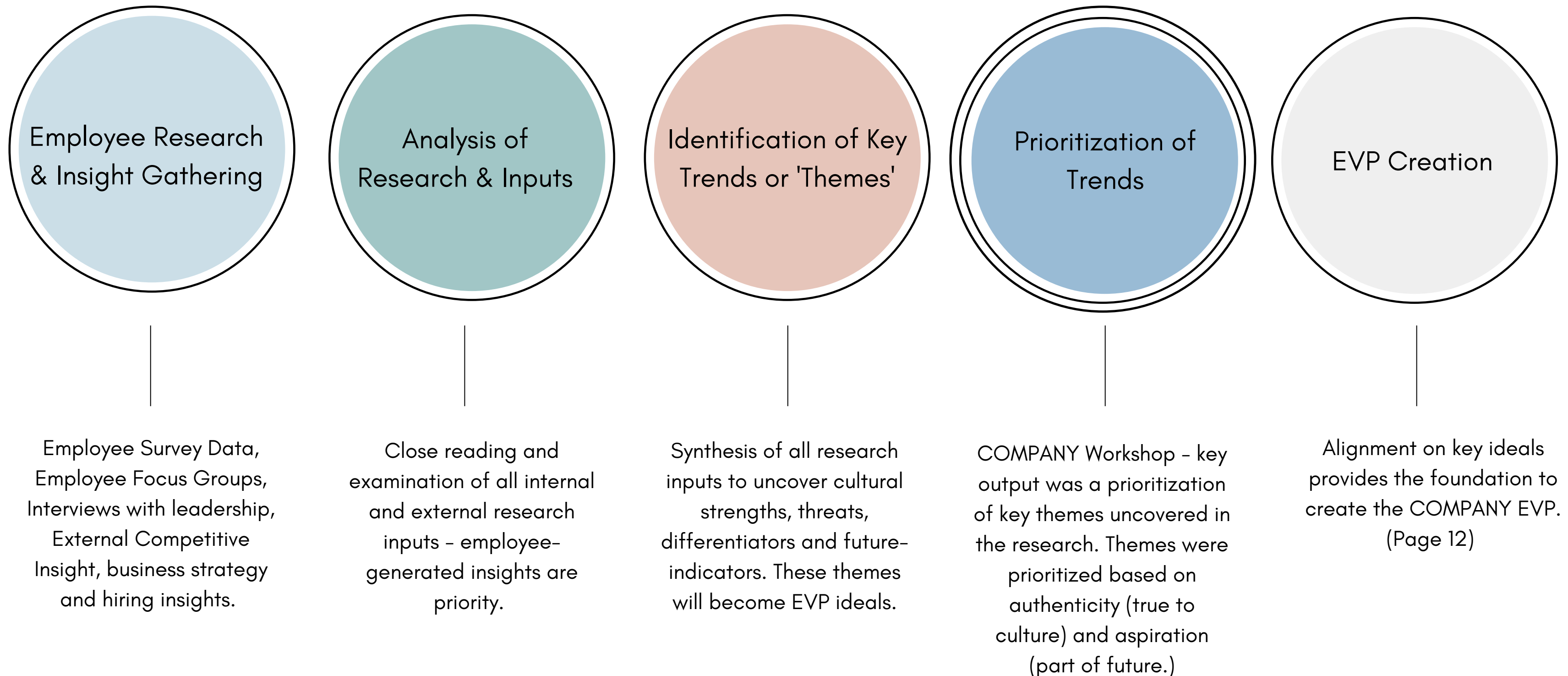
Calibrating Employee Experience & Launching Impactful Initiatives

The EVP framework will serve as the foundation in how we prioritize and action people & culture initiatives. All EX programs and initiatives are opportunities to embed consistency and create strong cultural alignment for employees across our organization.

Activating a Unique Employer Presence, Externally

Using the EVP as our unifying concept, we will establish a competitive presence in our sector, forming an emotional connection with our talent that is based on a differentiated culture narrative.

Uncovering your EVP: The Process



THE RESEARCH & DISCOVERY

Research & Refinement

Creating COMPANY's EVP

Deep Dive on Research & Data

Our EVP will be informed by insights from our people, organization and the external talent market. Today, let's work on prioritizing key research themes that will become the foundation of our EVP.

Feedback Themes				In-Session Recommendation	
Strengths	Threats	Differentiators	Future	5 THEMES TO PRIORITIZE	
Inclusion	Universal Wellbeing	Our Surroundings	Belonging	Welcomed at Work - Beautiful Our Surroundingss make employees feel special and proud to work at COMPANY.	
Our Surroundings	Clarity on Priorities	Impact We Make	Learning & Growth	Holistic Contributions - Everyone has an opportunity to work to have a meaningful impact on our collective success.	
Cooperation	Fulfillment			Strong to Our Core - There is a tenacity at the core of COMPANY that fosters connection and fulfillment for everyone in our organization.	
Connection to Care				Work Together, Now - We stand together and do what's right for each other, for our organization and for our residents.	
Existing Strategic Alignment				Heart, Passion and Care - COMPANY employees lead with their heart and show how they care, for residents and each other.	
Company behaviours and values align strongly to the strengths identified in the internal research.	Further exploration needed to bridge gaps between Company and threats identified by employees.	Belonging Personalized Experience Purposeful Work	Company indicators align with employee feedback on intention for COMPANY's future.		

Sample High-Level Activation Roadmap

To fully activate and EVP, an internal and external focus is absolutely critical. Employees must feel the EVP resonates; internal programs and initiatives must deliver and consistent experience; external employer brand platforms and modes of messaging must be refreshed to align to EVP-relevant messaging. Below is a high-level 12-month roadmap to activation.

