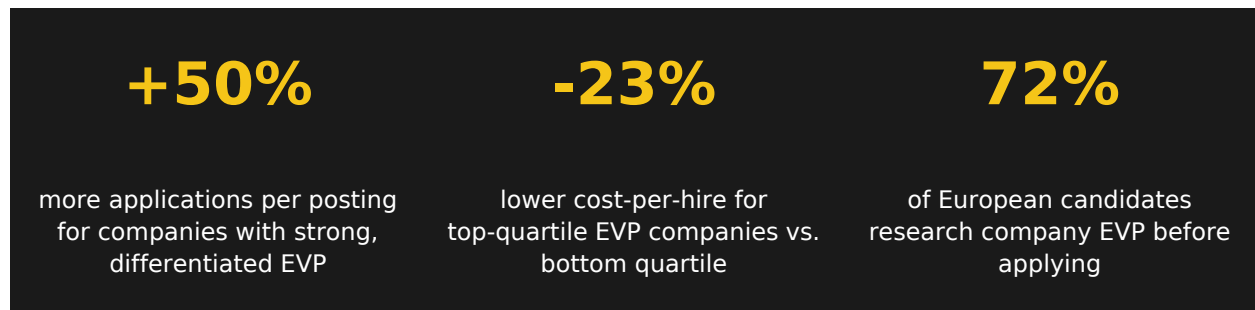


HR RESEARCH SERIES 2026 - REPORT R26 OF 10 (EXTENDED)

Employee Value Proposition Design 2026

How to define, validate and communicate your EVP, the competitive strategy that wins the talent war.

Your Employee Value Proposition determines who you attract, what story your employees tell about you, and whether your employer brand survives the transparency of Glassdoor and LinkedIn.



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An effective EVP is differentiated, evidenced and honest. This report provides the methodology to build one, validate it with real data, and activate it consistently across every recruitment touchpoint.

What makes an EVP work

Dimension	Generic version	Differentiated version	Validation test
Mission / purpose	We make a difference	We are building infrastructure for European founders to hire globally, your work directly enables 10,000 companies	Does this resonate specifically with your target talent?
Team quality	Work with smart people	Your immediate team has 3 former founders, a published ML researcher, the best product designer you have worked with	Can you evidence this in the recruitment process?
Career development	Growth opportunities	First management responsibility within 18 months, 6 promotions in this team in 3 years	Can you show historical examples?
Flexibility	Work-life balance	Fully remote, async-first, design your own schedule within team norms	Is this genuinely true? Glassdoor will tell.
Compensation	Market competitive	Top of market for your level in this geography, equity at founding team terms	Salary range published, equity terms available

The EVP research process

- **Employee interviews:** 15-20 structured interviews with a representative sample on joining reasons, stay reasons and what they would tell a friend.
- **New hire survey** at 30 days asking what influenced their decision to join, real, recent and specific.
- **Leaver interviews** for honest gap signals.
- **Candidate research:** survey declined-offer candidates and passive pipeline about what they look for.

- **Competitor analysis** of Glassdoor, LinkedIn and 5 main competitors' job ads.

EVP segmentation, different messages for different audiences

Audience segment	Primary EVP theme	Supporting elements	Channel
Early career / graduate	Learning velocity + mission	Team quality, progression speed, culture	University, LinkedIn, TikTok
Experienced specialist	Technical quality + challenge	Peer calibre, compensation, remote flexibility	LinkedIn, technical community
Senior / leadership	Impact + influence	Strategy involvement, equity, team-building opportunity	Executive search, LinkedIn
Career changer	Opportunity + support	Welcoming culture, training investment, fresh start	LinkedIn, community forums
Returner / parental leave	Flexibility + stability	Parental policies, part-time options, supportive culture	LinkedIn, parenting networks

Activating your EVP in recruitment

The EVP test: give your last 5 job ads to someone who does not know your company. Ask them what they think it is like to work there. If their answer does not match your intended EVP, the gap between EVP and recruitment communication is your problem to fix.

Maintaining EVP authenticity in the AI age

Content type	AI appropriate?	Human required?	Authenticity risk
Job ad first draft	Yes, generate	Human edit	Medium, check every claim for accuracy
Employee stories	No, generate	Employee words only	Very high, fake stories catastrophic
Benefits description	Yes, structure	HR validation	Low, factual content
Culture statements	Partially, structure	Leadership and employee validation	High, must reflect reality

Content type	AI appropriate?	Human required?	Authenticity risk
Career site copy	Yes, draft	Employee review for resonance	Medium, test with real employees

EVP governance, keeping it live

Activity	Frequency	Owner	Output
Employee research pulse	Quarterly	HR / TA	EVP sentiment score vs. previous quarter
Glassdoor monitoring	Monthly	Employer brand	Theme analysis, response protocol
New hire EVP validation	At 30 days	HR	Actual vs. expected EVP score
Competitive EVP analysis	Annual	TA	Competitor positioning update
Full EVP refresh	Annual	CHRO + TA Lead	Updated EVP framework and activation guide

Forward outlook 2026-2030

The Pay Transparency Directive exposes EVP compensation claims in 2026. AI EVP personalisation reaches commercial viability in 2027. By 2028 EVP score becomes a standardised employer metric, and by 2030 candidates expect AI-generated, personalised EVP previews before applying.

Built for what's next.

tenperzent.com is the AI-native ATS designed for European hiring in 2026 - GDPR by default, EU AI Act compliant, free to start, €79/month to scale.

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