**THE HR PROFESSIONAL**

**Learning Outcome 2: ACTIVITY 4**

**SMALL GROUP ACTIVITY**

**The importance of EVP and employer branding**

**Aim:**

The aim of this activity is to analyse the importance of employer branding and EVP at a local level.

**Objectives:**

* To recognise the contribution made by employer branding and employee value proposition ton organisational success
* To generate ideas to further develop and justify a locally relevant EVP.

**Task brief:**

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| **To:** | **Resourcing Advisory Group** |
| **From:** | **Global Resourcing Lead McDonalds** |
| **Date:** | **Today** |
| **Subject:** | **Review of our Employer Brand and Employee Value Proposition in ……………………………… (Note: Tutor to insert country name prior to issue)** |
| Thank you for agreeing to join our Resourcing Advisory Group. I’m sure that your recent studies will provide fresh impetus to our attempts to position ourselves as the number one employer in the Fast Food market.  Our key focus this year is to review and develop our employer brand and employee value proposition (EVP). Whilst in some countries it is considered that our branding and EVP are a success story, we now need to ensure that the same can be said for every country we operate in. What else can we do to ensure the same success at a local level? How might we need to vary our approach to suit the local market you are working in?  In preparation please could you conduct some quick research yourselves in order to bring forward any ideas or external media views which we need to consider? | |

**Part 1**: In pairs identify agenda items for discussion at the first working group meeting. Your suggestions must be supported with evidence or example.

**Part 2**: Working in sub groups you will take forward one of the suggested agenda items.

**Outcomes:**

You will have contributed to a discussion on employer branding and EVP.

**Time:**

You have 10 minutes for part 1 and 30 minutes for part 2.