



**builtin**

# How Your EVP Can Amplify Your Brand Story

Including **60 Examples** of Successful Employee Value Propositions

## INTRODUCTION

Today, job seekers care about more than just a high-paying salary. In fact, 56 percent of employees say company culture is more important than compensation. In order to compete with other employers of choice and attract top talent, you have to tell a compelling story about your company.

That story stems from your employee value proposition (EVP) and permeates through every aspect of your employer brand. It's the story of who you are and what you can offer employees. In simple terms, it's your most effective tool in selling prospective candidates on your open roles.

Your brand's reputation significantly impacts your ability to recruit new hires: 75 percent of candidates evaluate a company's brand before applying to an open role. Since your employee value proposition is the foundation of your employer brand, a weak or lackluster EVP will undermine your branding efforts and fall flat among job seekers.

You must get at the heart of your brand. Identifying your core principles as well as your value to employees will form the strong narrative arc needed to capture elite candidates' attention and get them to join your team.

Developing a concise and compelling EVP that differentiates your company from the competition is a tall order, which is why we created this guide. In addition to learning how your employee value proposition can amplify your brand, you'll find real examples of successful EVPs, broken down by core values and themes. Leverage these as inspiration for your own.

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## SECTION I

# Leveraging Your EVP: 4 Key Benefits

Your employee value proposition (EVP) explains your desirability as an employer of choice. In its most basic form, an EVP answers two important questions: 1) What do you expect each employee to bring to the table? and 2) What can they expect in return?

In this section, we'll discuss a few of the benefits to leveraging your employee value proposition when telling your brand story.

## SECTION I

**Your employee value proposition is at the heart of your employer brand; it highlights your values and explains how you treat employees.**

These days, employees are looking for far more than a competitive salary and unique perks; the intangible elements of your business are distinguishing factors of an employer brand.

Candidates evaluate potential employers based on their work, development opportunities, core values and treatment of employees. Promoting the key tenets of your EVP will help you sell top candidates on your company and open roles. **By telling your brand story through your EVP, you can...**

# 1. Highlight Your Core Values

Your core values are the foundation of your company culture and employee experience. Every organization prides itself and focuses on promoting a few key principles, such as innovation, challenging work, collaboration, inclusivity or creativity. (More on this later).

These values dictate how your employees engage with one another as well as treat your customers. **Job seekers carefully consider core values when evaluating job opportunities; 38 percent** of U.S. employees want a job that aligns with their interests and passions.



*The EVP serves to define what the organization would most like to be associated with as an employer and **defines the “give and get” of the employment deal** (the value that employees are expected to contribute with the value that they can expect in return).”*

-Andrew Collett

## 2. Communicate Your Mission

Your employee value proposition clearly and succinctly promotes your mission statement. This resonates with employees and could help save you money in the long run: **67 percent** want to work for an organization with a mission they believe in more than a higher-paying company. Furthermore, **79 percent** of job seekers would evaluate a company's mission before applying to an open role. A good mission statement should define the purpose of your organization, highlight its key objectives as well as describe its company culture.

## 3. Promote Desirable Benefits

Again, while competitive salaries are essential to attracting and retaining top performers, they're not the sole determining factor for job seekers. According to data obtained through our online communities, the most sought-after benefits are remote work opportunities, pet-friendly offices, unlimited PTO, tuition reimbursement and 401k matching.

Additionally, professional development is a top consideration for prospective employees. **In fact, 67 percent of millennials say they would leave their current position if the employer didn't offer professional development opportunities.** If continuous learning and career development are cornerstones of your company, they should be reflected in your EVP and promoted accordingly.



## SECTION I

# 4. Outrank the Competition

Your employee value proposition is the backbone of your employer brand, which carries significant weight among job seekers. **In fact, 75 percent of prospective employees evaluate an employer's reputation and brand before applying.**

A thoughtfully crafted EVP can help you articulate the exceptional qualities of your organization that distinguish you from the competition.



## SECTION II

# 60 Examples of Successful Employee Value Propositions

Before you craft your employee value proposition, identify your company's core values. These set the tone for the benefits, opportunities and principles you'll promote. In this section, we'll highlight some examples of EVPs that focus on a specific theme or value.

Use the following 60 examples to inform and inspire your own EVP.



# Teamwork and Collaboration

More than three-quarters (78 percent) of employees who work 30 to 50 hours per week spend more time with their colleagues than with their families. People want to work with supportive, friendly coworkers, which is why promoting teamwork through your employee value proposition can help you attract top talent.

## SECTION II

Collaboration and teamwork foster camaraderie and give employees a sense of belonging. That's something that keeps top performers around: 55 percent of employees have stayed at a job longer than planned due to a strong sense of belonging to and bond with their work community.

Within your EVP, put the focus on “we” — what your team does, how you work together and how every individual contributes to the broader goals.

## Avalara

“Avalarians wear orange. We're optimistic. Curious. Adaptable. We are intensely committed to making the difficult simple for our customers — which is really hard, but really rewarding. Some say we're a little quirky, but that's a good thing, right? We welcome and value unique people and insights, and we believe our winning culture sets us apart. We recognize, cherish, and hire to that conviction every day.

Through the years we've identified a few key traits that are common among our most successful employees. Ranging from passion and urgency to ownership, fun, and optimism, these traits form the basis for our culture and we hold them in highest esteem. In the end, it's a simple proposition: **At Avalara we are not only very good at what we do, we are also proud of how we get things done.”**

## SECTION II

# Action

“Our A-Team owns our company and our culture. We prize diversity of thought and expertise among our coworkers—and we’re always looking for amazing people to help us do and be more.

Intellectually humble, quirky, and curious, we are drawn to fascinating complexity and straightforward solutions. If you agree, let’s talk. **We’re hiring people, across our offices and disciplines, who care as deeply about how we work together as the work itself.”**

# Belvedere Trading

“Team Belvedere offers a competitive, comprehensive benefits package, semi-annual performance bonuses, a casual work environment, and the satisfaction of working in a team environment where job functions are shared and ever-changing. **At Belvedere Trading, we encourage all team members to play an integral part in the creative process.** Furthermore, we strive to achieve successful technical implementations by utilizing our human and electronic resources. As a part of our team, you will have the opportunity to work with some of the best minds in the industry, as well as to be a key player in the company's success.”



## SECTION II

# Plastiq

“Our incredibly diverse, insanely skilled team is making amazing things happen every day. We’re curious. We’re passionate. We’re collaborative and we’re candid. And we’re growing quickly.

If you want your next professional experience to help you master new skills, build meaningful relationships, and access limitless growth opportunities, consider joining our family. We’re so excited to meet you.”





*Teamwork is the ability to work together toward a common vision. The ability to **direct individual accomplishments toward organizational objectives**. It is the fuel that allows common people to attain uncommon results."*

-Andrew Carnegie

## SECTION II

# BlueModus

“A lot of companies talk about their awesome offices, cool events and great perks. We can, too. But when you come to work for BlueModus, you not only get to work in great digs, you also become part of an incredible team that we think separates us from other tech companies.

We've created a culture that attracts bright, passionate, caring people who sincerely want to do their best for clients and partners. We're occasionally a little geeky. Always fun-loving.”

# Centro

“We are looking for amazing people diverse in thought, perspective, and culture to join our team. We check our egos at the door, roll up our sleeves, work hard, move fast, and support each other. If that sounds like fun to you, please get in touch.”

# Ellevest

“As a team member at Ellevest, you can expect to make a difference through your work, to have a direct impact on the achievement of a very meaningful mission, to significantly advance your career trajectory, and to have room for fun and fulfillment in your daily life. We know that achieving a mission as critical as ours requires incredible talent and teamwork, and team is the most important thing to us.”

## SECTION II

# <intent>

“At <intent>, our work is powered by a distinct set of skills, unique personalities, and passions. We embrace our collective talents to tackle technical challenges, refine our disruptive business ideas and co-create one of the most human and inspiring work cultures out there. We’re a team of deep collaborators who value and reward shared success over individual heroics.”

# AlertMedia

“At AlertMedia, we strive to be the very best at what we do, both in the eyes of our customers and our coworkers. We believe a healthy work-life balance can be highly motivating and productive. We are truly a team in every sense: we believe in one another and support one another as we all work collaboratively toward a common goal.

AlertMedia products and services are making a real difference to real people, improving outcomes and in some cases, saving lives. By joining our team, you are joining us in our mission to help organizations around the world keep their people safe, informed, and connected.

Surround yourself with highly motivated and passionate peers who are all working together and supporting one another towards the same goal. At AlertMedia, you will always be learning and improving in our consistently fun and challenging environment.”





# Curiosity and Innovation

Curiosity is a driver of innovation, and 87 percent of employees say a company's reputation for being innovative is important when evaluating job opportunities. Focusing your EVP on innovation and curiosity — both in terms of the type of workplace you offer and what you expect from employees — will draw in highly creative and energetic candidates.

## SECTION II

Within your employee value proposition, highlight the qualities that you look for in your ideal candidates — curiosity, a desire to explore unknowns, a passion for developing new ideas and so on. This will help convey your value of innovation while also giving prospective employees a baseline on which to evaluate their own candidacy.

## **Ansarada**

“Our business involves confidentially managing the flow of information between buyers and sellers in financial deals including M&A, tenders, fundraising and IPO.

Our world-class team loves what they do and are on a mission to revolutionize the complex process of deals by engineering powerful but simple software that gives our customers confidence they are in control.

We are looking for people who are passionate, curious and collaborative to join our innovative fast growth global company.”

## **VMware**

“We strive to create a vibrant workplace experience that promotes equity in innovation across our global employee community. For us, that means creating a culture where diversity and inclusion are mainstream, and where you're inspired to give more than you take.”



## SECTION II

# Honey

“We are problem-solvers, challenge-seekers, risk-takers, and rule-breakers. We’re not a coupon company. We’re not an extension business. We’re a tech company building tools to help everyone save time and money. We have ambitious goals and are looking for bold thinkers that can help make them a reality.”

# Call9

“Call9 is a passionate team of innovators and builders, dreamers and doers. Ours is a dynamic environment that fosters talent, collaboration and growth. We deliver compassionate, patient-centric care from the moment of emergency and beyond, and we seek committed, creative individuals to drive this innovation across the country.”



# Challenging Work

If employees aren't challenged in their role, they'll grow complacent and eventually bored, which will lead to high turnover. One third of employees who leave their job do so because of boredom and the need for new problems to solve. Providing your team with exciting and difficult work is vital to ensuring your team is constantly brainstorming, creating and reevaluating their work.



## SECTION II

Remember, your employee value proposition is about the reciprocity between employer and employees. Explain that you expect all team members to rise to the occasion and tackle challenges head on.

Then, explain how there will be rewards, whether that's simply by a sense of accomplishment or through perks and benefits like frequent recognition, an exciting company culture or great relationships with colleagues.

## E Source

**“We tackle complex challenges and work hard.** We’re risk-takers, fast learners, and experts in our field. Together, we’re redefining an industry that’s in desperate need of a shakeup. Our employees have strong work ethics, sharp intellects, and high energy. We reward that with great parties, a casual work environment, and playful activities.”

## BetterCloud

“At BetterCloud, we have a smart, ambitious team dedicated to delighting our customers. Our culture of ownership and transparency empowers our team to achieve goals they didn’t think possible. **For all those on board, it’s going to be a challenging and rewarding journey – and we’re just getting started.**”

## SECTION II

# HYFN

“You’ll need more than just skills to succeed at HYFN—you’ll need passion: to love your work, to go big, and to deliver beyond expectation. You’ll quickly realize the pace, standards, excitement, and freedom will challenge you to push the limit every day. And when you need help, a team of the brightest, nicest people you’ll ever meet will have your back.

While professional relationships are important, we all know it’s more fun to work with friends. Especially when the kitchen’s fully stocked and there’s a dog ready to greet you around every corner. We take ping pong more seriously than most and have been known to dabble in karaoke from time to time.

There’s no bureaucracy here. We’re in the business of making great work with great people. If this sounds like your kind of team, drop us a line. We’d love to meet you.”

# Rigup

“We’re changing the way people work in one of the oldest and most complex industries in the world. Here, you will work on hard problems that no one else has worked on before with smart people who care about building products that people want. If you were the kid who ran a lemonade stand, we want to hear from you.”



# 33%

**OF EMPLOYEES WHO LEAVE THEIR JOB DO  
SO BECAUSE OF BOREDOM AND THE NEED  
FOR NEW PROBLEMS TO SOLVE.**

## SECTION II

# EZ Texting

“EZ Texting, named one of the Best Places to Work in Los Angeles, may feel like a startup when you visit our offices, but we’re an industry pioneer that’s been leading the way for over a decade. EZ Texting team members love a great challenge, embrace the fast pace of our business, and thrive in a culture that includes hard work, camaraderie, and making time to have fun. If you have a quick mind and wit, and the ability to be quick on your feet, EZ Texting might be the perfect place for you.”

# Mimecast

“Our distinctive culture, created by ‘Mimecasters’, is our greatest asset. It is built on openness, a willingness to take on the toughest challenges, and our tenacity in identifying and solving the big problems – our warrior spirit, our sense of fun and our ability to do the right thing naturally.

Mimecasters work together on health, wellness, community volunteering and sponsorship activities as well as social events where we can celebrate and share in each other’s success.”



## Rapid7

“Here at Rapid7, we’re bridging the gap between security and innovation. It’s an ambitious mission, and to achieve it we need bright minds housed in some truly fearless rock stars—those who can (proverbially) look Black Hats in the eyes and not back down from the challenge. Yes, the bad guys might make some sensational headlines, but we won’t waver from our commitment to protect the world’s ability to innovate.

Do innovation, transformation, and collaboration get your adrenaline pumping? Are you ready to stage-dive into a career in one of the world’s fastest growing industries? Let’s rock.”

## Strava

“You will engage in interesting and challenging work that will improve the lives of our athletes. And in the same way that Strava is deeply committed to unlocking the potential of our athletes, we are dedicated to providing a world-class workplace where our employees can grow and thrive.”



# Future-Shaping Work

Future-shapers are regularly looking to push boundaries. Because of that, they're on the cutting edge of the industry and often widely recognized. That's compelling to job seekers; not only would they participate in innovative, challenging work, they'd also be part of a big-name-brand team. Job seekers are 40 percent more likely to apply to a job at a company with a brand they recognize.

## SECTION II

Use your employee value proposition to outline the ways in which your organization pushes the envelope and is shaping the future of its industry. In addition, explain how being a part of your team will benefit the employee, such as through fast-paced career development or unique innovation opportunities.

## Cheetah Digital

“Cheetah Digital is looking for builders and true believers who are comfortable disrupting the norm and focused on developing future-state products and services. We’re shaping the future of the marketing technology industry.”

## Radar

“In just a few short years our team of cross-functional explorers has continued to launch new products and services that push the edges of technology and finance. We welcome blockchain and crypto enthusiasts and non-enthusiasts alike to come help us build a world where our financial systems are inclusive, fair, and transparent. If you’re looking for more than just another 9-5 with a chance to push forward a frontier industry, then we welcome you to come put a dent in the universe with us.”

## SECTION II

# Lifion

“We are a special venture within a large established company. We “re-write the rules” and define our own standards for success. We have access to the resources of a fortune 500 with the velocity of a startup. Our team is high powered and committed: we expect the same from every person we hire. **Our industry is at the beginning of a transformational shift and we intend to lead it.”**

# Skillz

“Skillz is built on the foundation that fair competition should be accessible to everyone. In an increasingly digital era, Skillz is pioneering the future of interactive entertainment by connecting the world’s 2.6 billion mobile gamers through a highly engaging, competitive experience.

**On our mission to make gaming better for both players and developers, we’re looking for savvy, driven and enthusiastic teammates to build the future of competition.** If you’re excited about defining a multibillion-dollar industry, building game-changing products, and working with cutting-edge technology, we want to meet you.”



## SECTION II

# UiPath

“First, let’s cover the table stakes. Yes, you’ll get all the usual perks. But if you’re the rare creature we need, that’s not why you’re here. **You’re here because you want to build the future.** You’re here to free people from repetitive, boring jobs and have a blast in your job along the way. We’re growing faster than we expected and that’s humbling. This means you’ll grow fast too. And one day, you can say that you were there at the beginning.”



# Fun at Work

Being able to enjoy the work you do and who you do it with is a huge perk. As the old saying goes, “If you do what you love, you'll never work a day in your life.” Making the office an exciting environment where driven people can work hard and have fun will help draw in great candidates and keep employees engaged for years to come.

## SECTION II

Creating a fun environment is also to your benefit: happiness directly correlates with productivity. When your employees are having fun and enjoying their work, they're more likely to produce better results at a faster rate. Highlight your enjoyable, vibrant office environment within your EVP.

## DialogTech

“We’re making it happen at DialogTech, providing highly innovative solutions to big-name companies and setting the bar higher with every phone call. We move fast. **We solve tough problems and we have fun.** We want the best for our team and in turn we give the best.”

## kununu

“Here at kununu, we practice what we preach when it comes to company culture. **We believe in providing an environment for employees to succeed and creating a space where people enjoy coming to work in the morning.** A typical work week at kununu involves ping pong, food trucks, weekly team meetings, friday catered lunches, epic rounds of go-fish, video conferencing with our colleagues in Vienna, and lots of laughter. Along with these perks, every employee comes to work in the morning ready to challenge themselves, celebrate accomplishments big and small, and live up to our mission.”

## SECTION II

# SailPoint

“At SailPoint, we do things differently. We understand that a fun-loving work environment can be highly motivating and productive. When smart people work on intriguing problems, and they enjoy coming to work each day, they accomplish great things together.

With that philosophy, we’ve assembled the best identity team in the world that is passionate about the power of identity.”

***“To win in the marketplace you must first win in the workplace.”***

- Doug Conant, Former CEO of Campbell’s Soup

# LiveLike

“At our core, we are a big group of nerds, sports fanatics, and generally lovable people. We’re as passionate about next-gen sport live streaming as we are about tacos, occasional dogs, and appropriately timed gifs. So our team has access to every major VR/AR/MR system, and so will you. We’ve worked extremely hard to get where we are right now but we wholly embrace the laid back but “get s\*\*t done” attitude.”





# Diversity & Inclusion

Creating a diverse and inclusive environment is essential to maintain a healthy business, as well as attracting and retaining top talent. Well over half (67 percent) of candidates actively seek out employers that have distinguished themselves as a diverse workforce.



## SECTION II

Promoting and championing your employees' diversity while fostering a safe, tolerant and productive work environment will benefit your business: organizations with above-average workforce diversity experienced 19 percent higher innovation revenue.

To tell your brand story and highlight your efforts for creating an inclusive workplace, explain how you celebrate your team members' differences and provide each employee with equal opportunities to grow and contribute. Use these examples to get started.

## CCC Information Services

“Our diverse group of professionals come from a wide array of backgrounds and industries. But like you, they all share a strong desire to make a difference, to be pushed to perform at their best, and to help power forward a fast moving industry.”

## Clearcover

“We believe that employee satisfaction starts with creating a supportive and inclusive environment where every employee feels welcome, no matter their personal or professional backgrounds. We are looking for candidates who are excited to nurture an inclusive environment and who will add to our incredible culture.”



*If people believe they share values with a company, **they will stay loyal to the brand.***

-Howard Schultz, Former CEO of Starbucks

## SECTION II

# Lottery.com

“We know that the world owes us nothing and that our incredible team is our biggest asset. We have a phenomenal culture and unparalleled drive, and each member of the team is carefully selected because they fit with our tribe and our vibe.

We celebrate our awesome diversity, believe that everyone is an entrepreneur, and appreciate the unique talents and perspectives that each of us brings to the table. After all, when our team members win, we win as a whole, and more than anything, we love to #winttogether.”

# LogicManager

“We value employees who are creative, energetic, proactive, and intelligent in both their thoughts and actions. We build teams based on complementary strengths so that everyone’s always adding value.

We celebrate differences with an open-concept office and daily huddles for everyone to share their insights and spark new ideas.

You’ll feel the buzz of creativity, collaboration, and passion from every employee when you walk through our door. Our employees are what makes LogicManager a truly great place to work.”



## SECTION II

# Workiva

“Inclusion is a core value at Workiva. We strive to create a workplace where everyone is comfortable bringing their best, authentic self to work every day. We foster a work environment that encourages fairness, teamwork, and respect among all employees. We value all backgrounds, beliefs, and interests, and we recognize this diversity as an important part of our innovation and success. Our culture of diversity and inclusion increases employee engagement, empowerment, and satisfaction.”

## SECTION II

# Zest AI

“Zest represents an energetic, fresh and invigorating approach. We’re a diverse team of high horsepower people coming together to deliver bold, smart, and innovative AI solutions for highly regulated industries—but we’re a bit quirky too, never quite satisfied with the status quo. We think a little Zest makes a big difference.”

# Niantic

“With offices in San Francisco, Sunnyvale, Bellevue, Los Angeles, London, Tokyo, and Hamburg, the Niantic team is pushing the limits in augmented reality technology and products.

Our engineering team is tackling the hardest challenges in high performance cloud applications operating at massive scale, machine learning, computer vision, and augmented reality. Our game creators are building genre-defining real world games that are moving an entire industry towards the future.

We believe that cultivating a workplace where our people are supported and included is essential to creating great products our community will love. Our mission emphasizes seeking and hiring diverse voices, including those who are traditionally underrepresented in the technology industry, and we consider this to be one of the most important values we hold close.

Come join our world class team, and experience the joy of creating products and services that touch hundreds of millions of people — and help make the Earth the new game board.”



# Passion

Passion is contagious and something prospective employees look for throughout their job search. Similar to having fun in the office and working with people they enjoy, employees want to do work that strikes a chord with them. So much so that 32 percent of job seekers would be willing to take a 10 percent pay cut for a job they're passionate about.



## SECTION II

Thoughtfully craft your EVP to show prospects that your team is willing and eager to go above and beyond, that they're truly invested in their work and are committed to a great end result.

## Envoy Global

**“Not only are we passionate about immigration, we’re passionate about our people.** We are hiring smart, passionate, driven individuals who want to work hard, have fun doing it and grow their careers. Our company culture and values are the foundation of who we are, gaining us recognition as one of Chicago’s Top Digital Companies and one of Chicago’s Top Gen Y Companies to work for. We are proud to announce we were awarded the 2015 Moxie Award for the Best Service Provider.”

## CyberGRX

“At CyberGRX we’re dedicated to helping organizations streamline their third-party cyber risk programs. We believe the process can be more efficient and effective, and we make it our mission to ensure our customers are getting the most of our innovative Exchange, every day. It’s a game-changer for our clients—so we need our associates to be game-changers, too.

**We are always on the lookout for passionate, talented and dedicated people who are ready to roll up their sleeves and help us change the face of cyber security.** If you love being part of a diverse team devoted to solving big-market challenges, we invite you to get in touch.”



## SECTION II

### ezcater

“Our team is leading the way in the growing and expansive catering market (\$60+ billion annually just in the U.S.), and we’re looking for the best and brightest to join us. We’re backed by \$320 million in venture funding and in early 2019 we were valued at \$1.25 billion. Our people are terrifically talented straight-shooters who love what they do. And everyone is generous and kind, too—we have a strict no jerk policy. Ready to join us?”

### Otus

“At Otus, you will work with people that are passionate about improving the lives of teachers and students. We are a group of talented designers, developers, coaches, and leaders. We love what we do and strive to do the best work we can each day.

On our team you will find musicians, beer enthusiasts, designer toy collectors, table tennis fanatics, and more.”

### Nuna

“At Nuna, we share a passion for improving the quality and cost of healthcare in America. Together, we’re helping industry decision-makers answer hard questions and make a difference in people’s lives.”



# Professional Development

Employees don't want to work for a company that doesn't take professional development seriously. In fact, falling stagnant in their career is the reason 43 percent of employees report leaving their job. If you make a concerted effort to help your team members grow professionally and personally, make that known in your EVP.

## SECTION II

Explain how your culture contributes to unique growth opportunities, how you support employees in their development goals and how your organization is the best place to take a career step. Additionally, highlight your experts and position them as thought leaders prospective employees can learn from.

## Braintree

“At Braintree, opportunities to shine happen daily. We value what makes you different, and encourage you to act on your ideas — no matter how pie-in-the-sky. You bring skills and a customer-first mentality, and we'll bring the tools and environment you need to do the best work of your life.”

## PatientPop

“At PatientPop, you have the ability to influence your team, and even the entire company, while carving out your career path and future. Our culture fosters an environment that allows employees to thrive personally and professionally. We're passionate about employee development, evidenced by our new hire training and onboarding program, PatientPop 101. We also have a training program for new and tenured managers, weekly Lunch-and-Learn sessions, and a monthly leadership book club.

As a company we share common values of honesty and accountability. We're mentors and team players who believe that happy employees support one another at all levels of the business. Leadership sets the tone for an organization, and we focus on fostering a positive, collaborative environment.”

## Reviewtrackers

“We’re going places. We’re doing amazing things. We surround ourselves with great people and foster an environment that thrives only when everyone succeeds. We lead with transparency, empower individuals to do the best work of their careers, offer continuous learning opportunities and do all of this while having fun!”

## Tray.io

“We’re dedicated, service-driven, and committed to making this a phenomenal place for you to be from. We’re ensuring every employee can write their own next chapter of growth on their own terms.

At Tray.io, everyone has the full support of their team to accomplish their goals and the freedom and flexibility to choose how they work. We work hard every day to help every individual realize their own personal and professional potential. We’re building something that enables everyone to get above the cloud and do their best work.”

## ReachLocal

“Join the team that's helping drive more customers to the world's local businesses. Room to advance your digital marketing career. A cool, laid-back environment. If this sounds good to you, then come join our team!”



# 43%

**OF EMPLOYEES REPORT LEAVING THEIR JOB  
DUE TO CAREER PATH CONSTRAINTS.**

## SECTION II

# Integral Ad Science

“At IAS, we’re building solutions to help the advertising industry capture the attention of consumers and turn that attention into action. Our award-winning team is challenging the status quo to drive the most effective digital ad experiences. We’re an international group of experts with backgrounds in advertising, technology, consulting, media, and more. From data science to sales to IT, everyone has a part in moving the business forward. Our strength comes from the incredible diversity of perspectives, backgrounds, and skills, and it’s why we seek the brightest minds in the world to join our team. **We’re growing quickly, so this is a fast-paced environment with great opportunities to learn and make an impact.”**

# RealSelf

“At RealSelf, the people are authentic and our work is inspiring. Whether you are helping a user build confidence by connecting with a provider or volunteering with coworkers as part of our philanthropy efforts, your work will have purpose. This group of mighty individuals is why we believe in giving power to the people and investing in our talent. **As a RealSelf employee, you will own your career through the wealth of resources and development tools offered to all.”**



# Purposeful Work

Closely tying your mission statement to your employee value proposition will go a long way in winning over the hearts of prospective employees. An organization's mission and vision are the third-highest priority for job seekers when evaluating a potential employer.

## SECTION II

On top of that, creating a culture of purpose will help retain your workforce: employees who feel their company has a purpose outside of profits are less likely to leave their job for a 10 percent pay raise elsewhere. Within your EVP, clearly articulate how your work is rooted in your mission and contributes to a meaningful goal.

# Digit

“Hey there,

We know managing money isn't easy. Most Americans don't have enough put away for an emergency, let alone a vacation. At Digit, we're trying to change that. We think the right technology can make managing personal finances a little easier for everyone.

We're working to improve people's financial health, so they can focus on the fun stuff. You should be able to prepare for surprises, needs, and dreams without changing the way you live.

Our team is in this for the journey. If you think these problems are worth solving, then we hope you'll join us.

— Team Digit”



## SECTION II

# Xealth

“We're a skilled, passionate team with a track record of success and are thrilled to be applying our efforts improving healthcare options for everyone. We're energized by the idea that we can help both doctors and patients be better.

Joining our team, you can make a positive difference in other people's lives through your work, and make a big contribution across the entire product stack, collaborating as part of a small team.”

# Strata Decision Technology

“Our mission and our passion is to help heal healthcare. Our work helps bend the cost curve and make healthcare more affordable, one of the biggest socio-economic problems and opportunities of our time. Our people have a true sense of that purpose. Our halls are filled with smart, talented, committed, fun, giving and really good people who truly love helping our customers and solving big problems. Join us as we learn, grow, serve and make a difference...together.”

## SECTION II

# Pareto Intelligence

“The work we do at Pareto has the opportunity to change lives and improve the health of our communities. If creating meaningful impact through industry-leading innovations inspires you, then Pareto may be the place for you.”

# Recurly

“Recurlians are a smart, professional, and energetic bunch. We like working together to build something meaningful, and we take time to celebrate our successes along the way. We offer an open office plan, daily meals, company-sponsored outings and events, a dog-friendly environment—and a chance to do exciting work in B2B cloud software.”

# Accolade

“Who are we? We’re a team that wants to make a difference in the world. This can be felt in the relationships we build with our members and in the innovations we bring to healthcare. You won’t find egos or office walls here. Just people who believe in doing the right thing, making an impact, and having fun. Our culture is something we built together, and it’s present in everything we do.”



# Self-Starter Mentality

Self-starter employees take ownership over their work and show the initiative to do more than what's asked of them. These are desirable qualities within candidates, as well as opportunities that will attract potential employees. Autonomy matters to job seekers — it's shown to improve job satisfaction and increase productivity.



## SECTION II

Highlighting the value your company puts on a self-starter mentality is a distinct component of your employee value proposition. While you expect employees to take initiative on projects, you offer them opportunities to own their work.

## riskmethods

“We’re looking for self-starters with an entrepreneurial mindset who want to be part of our long-term success story.

At riskmethods, you’ll discover new opportunities, take ownership of important initiatives, learn at a fast pace and be part of an international team. No matter who you are, where you come from or what you did before: If you’re good at what you do, we want to hear from you.”

## Outreach

“Outreach is a proud paradox: we balance explosive growth with unwavering values. We believe in agility and pivoting quickly, but we don't compromise on high standards or delivering the best quality for our customers. Everyone here truly wants to do the right thing. At Outreach, you are not only permitted to own your business, but expected to. If you're excited by ownership, you'll fit right in. You will never, ever be bored.”

## SECTION II

# Unqork

“We believe in getting things done and taking initiative. We’re building a team of self-starters that work autonomously, and are hungry to get the job done right—even if it’s outside of their core responsibilities.

We’re proud of the diverse and inclusive environment we’ve built, and look for unique individuals that add to our culture.

We’re proud of the fact that 50% of our senior management team is comprised of women. We recognize the value of a work environment that allows individuals to express themselves and believe that the best teams are comprised of very different people with unique world views and life experiences.

Our platform offers a radically new way for people to build software without writing a single line of code. We're attacking inefficiency and displacing traditional vendors. Oh, and we're saving the environment by helping our clients go entirely paperless.”

# Yapta

“Yapta means confidence in travel. Working at Yapta means confidence in the leadership, the products and in yourself. We are a team of self-starting, collaborative individuals who know and understand the importance of work/life balance.”



## SECTION II

# UpKeep

“We're looking for friendly, creative problem solvers to join our team. Our ideal candidate is a self-starter and can use best judgment to make fast and efficient decisions. As a startup, we're flexible, agile and we love to learn. We believe in getting to know each customer and understanding their unique needs. We don't believe in strict policies or rigid structures, if you're looking to push the boundaries then UpKeep is the place for you!”

SECTION III

# Key Takeaways

## SECTION IV

Today's job seekers value purposeful work, professional development and engaging company cultures — among many other factors. While your organization would ideally check the boxes of every key criteria, it's tough to do it all.

As you've seen with these 60 examples, employers honed in on only a few essential qualities when crafting their EVP. This not only tells a stronger, more direct story, it also creates an authentic representation of their brand.

That benefits short-term recruiting goals as well as promotes long-term workforce health. **By highlighting the essential principles of your organization, you'll attract candidates who echo your values.**

In addition to improving the quality of your applicant pool, this ultimately increases the likelihood of hiring an employee who's well-suited for your culture and organization. They're the type of individual who will stick around for the long haul and add to your business for years to come.

Get back to the heart of your brand and identify the fundamental facets of your organization and key employee benefits. Use these to guide your employee value proposition and you'll create an EVP that draws in top talent.





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