

CHEER!

6 REASONS

To define your
Employee Value
Proposition



*Featuring animals...
purely for the likes.*

Joe Morrison
CHEER At Work



01

**You'll stop
guessing, start
understanding.**

**“88% of employers
believe that people leave
for more money.**

**Only 12% of employees
actually do.” ***

?



Reduce the disconnect
between your assumption
and the reality of your
workforce.

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02

Attract the right talent.

“69% of candidates would reject an offer from a company with a bad employer brand - even if they were unemployed” +

Your EVP helps the market know what it's really like to work with you (providing it's authentic!) - help the right people apply, and stay.



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03

Save £1,000's in unloved benefits.

“UK employers are spending £15bn per year on benefits that don’t meet employee needs.” -

Audit all of the things you offer, while speaking to employees to know 1) what’s important and 2) how well you deliver on what’s important.

£££



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04

Improve Happiness, Engagement, and Retention.

“Engaged employees deliver 21% higher profitability and 17% greater productivity.” **

Yeh EVP looks good on your website, but it also means happier employees who stay with you and deliver more.



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05

Improve Talent Density.

“Losing one high performer can cost a business 400% of their salary in team impact and lost productivity.” [^]

Ensure you know what talent wants, so you can get the most out of them (and make it easier for the wrong people to leave - for them and you!



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06

Reduce employees looking over their shoulder.

**“Nearly half of all
workers are looking for
new opportunities.” *****

It might not feel like it if the market is quiet, but your people are looking at competitors who have a great EVP, and they may have made their mind up to join them when the time is right!



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SOURCES

I'm not just making it up!

- * Leigh Branham - "7 Hidden Reasons Employees Leave"
- + CareerArc via Vouchfor, Jun 25 (also Glassdoor)
- Isio & YouGov poll, '23 (no further research on this)
- ** Gallup via HR Cloud blog, Jun '25
- ^ Harvard Business Review, '24
- *** Bankrate Worker Intentions Survey, Jun '25 - 48% of full-time employees say they're at least somewhat likely to look for a new role in the next year



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Leverage what your
people love.

Fix what they don't.



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