

# Employer Value Proposition Reimagined

TALENT & ORGANIZATIONAL TRANSFORMATION

STRATEGIC PROOF

A well-established organization faced a critical inflection point: despite offering competitive compensation, it struggled to attract and retain top talent. Rising attrition among high performers, declining engagement, inconsistent employer brand perception across markets, and an over-reliance on pay as the primary attraction lever all pointed to a deeper structural problem.

The diagnosis was clear — the organization's Employer Value Proposition was **transactional and generic**, failing to reflect the evolving expectations of a modern workforce. It was communicated externally, but never truly experienced internally. The gap between perceived EVP and lived reality was eroding trust, loyalty, and competitive positioning in the talent market.

## Rising Attrition

High performers leaving at accelerating rates despite competitive pay packages

## Weak Differentiation

No meaningful distinction in a highly competitive talent landscape

## Disengaged Workforce

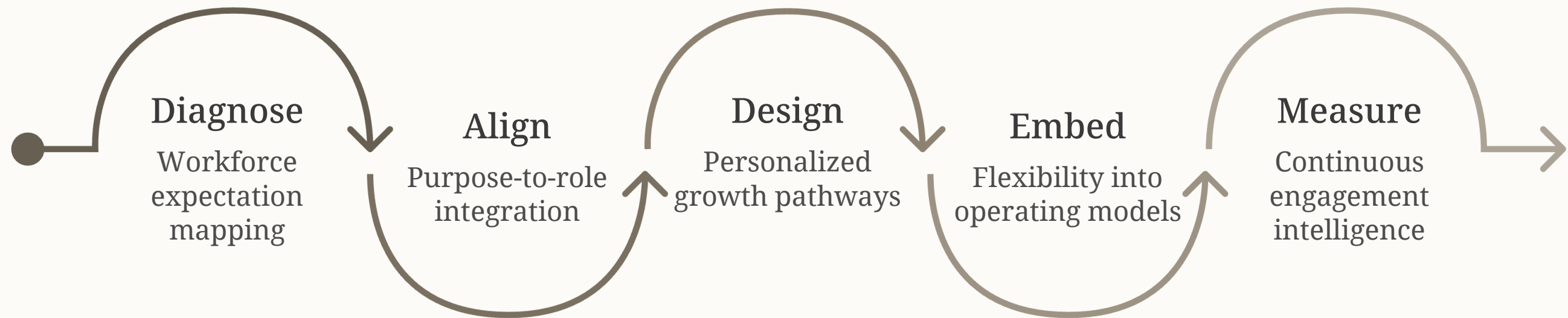
Declining engagement scores and eroding employee loyalty across functions

## Brand Inconsistency

Fragmented employer brand perception varying widely across markets

# The Fortis & Peak Intervention

Fortis & Peak transformed EVP from a branding message into a **living, operational framework** embedded across the entire employee lifecycle. Rather than refreshing communications, the team re-architected EVP into a Strategic Talent Experience System — one that employees encounter at every touchpoint, from recruitment through advancement.



Each phase was designed to build on the last — moving from deep workforce insight, through purpose alignment and experience design, to operational embedding and continuous measurement. The result is an EVP that is not stated in a brochure, but **lived through daily operations**.

# Five Phases of Transformation

**1** **Diagnose — Workforce Expectation Mapping**  
Deep analysis of employee needs, motivations, and pain points. Workforce segmented by career stage, role type, and aspiration profiles to identify gaps between perceived EVP and lived experience. **Result:** A data-driven Workforce Expectation Map.

**2** **Align — Purpose-to-Role Integration**  
Organizational purpose connected to individual roles and contributions. Leadership aligned around authentic EVP delivery, clarifying how each function creates meaningful impact. **Result:** A credible, internally aligned purpose narrative.

**3** **Design — Personalized Growth Pathways**  
Tailored career progression frameworks built with flexible learning, mobility, and advancement opportunities — enabling employees to navigate non-linear career journeys. **Result:** A differentiated employee growth experience.

**4** **Embed — Flexibility into Operating Models**  
Flexibility integrated across where, when, and how work is performed. Policies redesigned to support work-life integration and autonomy, with consistency between policy, leadership behavior, and culture. **Result:** An EVP lived through daily operations.

**5** **Measure — Continuous Engagement Intelligence**  
Real-time tracking of engagement, satisfaction, and retention signals. EVP performance linked to business outcomes — productivity, retention, and performance — with feedback loops for continuous evolution. **Result:** A dynamic, self-improving EVP system.

# Quantified Impact

The transformation delivered measurable, business-level outcomes across every dimension of talent performance. The organization moved from reactive retention efforts to a proactive, intelligence-driven talent experience — with results that validated the strategic investment.

## 35%

### Attrition Reduction

20–35% reduction in voluntary attrition among high performers



### Offer Acceptance

Higher acceptance rates for high-priority and hard-to-fill roles



### Engagement Scores

Significant increase in employee engagement across all measured cohorts



### Internal Mobility

Stronger internal career progression and cross-functional mobility rates

### Strategic Outcome

The organization transitioned from a **static employer brand** to a **dynamic talent experience system** — enabling stronger attraction of aligned, high-quality talent, higher retention through meaningful engagement, and a sustainable, differentiated position in the talent market.

### The Shift in Practice

**Before:** EVP as a communication layer — a message crafted for external audiences, disconnected from the day-to-day reality of employees.

**After:** EVP as an operational system — a living architecture that drives talent performance, shapes culture, and delivers measurable business impact at every stage of the employee lifecycle.

# The Fortis & Peak Differentiator

We do not craft employer brands. We engineer talent experiences that perform.

Fortis & Peak's approach is fundamentally distinct from conventional employer branding consultancies. Where others focus on messaging, positioning, and external perception, Fortis & Peak builds the operational infrastructure that makes an EVP real — embedding it into leadership behavior, career architecture, flexibility models, and continuous measurement systems.

The result is not a refreshed brand narrative. It is a **Talent Experience Architecture** — a strategic system that attracts aligned talent, retains high performers through meaningful engagement, and continuously evolves based on real workforce intelligence. It is an EVP that employees experience every day, not one they read about in a recruitment brochure.

## Move Beyond Messaging

Build an EVP that delivers measurable impact — not just a compelling story, but a system that performs across attraction, retention, and engagement.

## Engage Fortis & Peak

Partner with us to design your Talent Experience Architecture and transform how your organization competes for top talent.

 Ready to transform your EVP into a strategic talent system? Contact Fortis & Peak to begin your Talent Experience Architecture engagement.

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