

# How EVP Creates Value for Your Organization.

Amaze yourself.  
Amaze the world.



以客户为中心，  
以奋斗者为本，  
长期艰苦奋斗。

taking the customer as center,  
relying on the fighter,  
and adhering to hard work for a long time.



HUAWEI

A great workplace combines  
exceptional colleagues and  
hard problems.

**NETFLIX**

Feels like home.



# Firm brand and employer brand need to be linked



## FIRM BRAND

What are the top three things we want to be known for by our target stakeholders?

## EMPLOYEE BRAND

What are we communicating internally and externally about who we want to be?

**It's important to begin with a firm brand that aligns to our current strategy**



**FIRM BRAND:**

What are the top three things we want to be known for by our target stakeholders?



# Employer brand summary

- Employee brand should answer the question
  - What type of employees do you want to work here?
  - What does it take to succeed here?
- Employee brand should change to reflect the business needs, strategy, and brand of the company.