TALENT ENGINEERING ACADEMY

Employer Brand and Employee Value Proposition

PRACTICE WORKBOOK

Turn real employee experience into an accurate, differentiated proposition and consistent candidate journey.

PATHWAY	Talent Intelligence and Sourcing
LEVEL	Practitioner
EDITION	2026.09
UPDATED	2026-09-24

Free learning. Practical work. Better recruitment.

An education initiative by Vitae.

WORKBOOK GUIDE

Build something useful as you learn.

This workbook turns the course into a practical piece of work you can review, refine and adapt. Print it, annotate it digitally, or use the prompts in your preferred notes tool.

YOUR COURSE DELIVERABLE

An evidence-based employee value proposition and candidate communication audit.

How to use this workbook

01 Work through the course lessons in order, then complete the matching workbook prompts.

02 Use fictional or properly authorised information. Do not add candidate or client confidential data.

03 Compare your decisions with the self-review guidance. Revise assumptions, gaps and unclear ownership.

04 Keep the finished workbook as evidence of your learning and as a starting point for real work.

BEFORE YOU START

Talent Engineering Fundamentals, or equivalent recruitment experience.

Course page: https://talentengineering.org/courses/employer-brand-evp

PART 1

Plan your course deliverable.

Use these planning pages to define what you are producing before you work through the lesson exercises. Return to them as your thinking develops.

WORKSHEET 01

Audience and decision needs

Capture the evidence, decisions, assumptions, owners and next actions that make this section usable.

YOUR WORKING NOTES

WORKSHEET 02

Employee experience evidence

Capture the evidence, decisions, assumptions, owners and next actions that make this section usable.

YOUR WORKING NOTES

WORKSHEET 03

Promise, proof and limitations

Capture the evidence, decisions, assumptions, owners and next actions that make this section usable.

YOUR WORKING NOTES

WORKSHEET 04

Role-specific proposition

Capture the evidence, decisions, assumptions, owners and next actions that make this section usable.

YOUR WORKING NOTES

WORKSHEET 05

Candidate journey consistency

Capture the evidence, decisions, assumptions, owners and next actions that make this section usable.

YOUR WORKING NOTES

WORKSHEET 06

Feedback and review ownership

Capture the evidence, decisions, assumptions, owners and next actions that make this section usable.

YOUR WORKING NOTES

PART 2

Apply each lesson.

Each exercise is designed to turn the lesson into evidence of practice. Complete the task, then use the guidance to challenge your first answer.

LESSON 01 / 04

Discover the experience behind the promise

YOUR PRACTICE TASK

Interview fictional employee personas with three different roles and list shared and differing experiences.

YOUR RESPONSE

FICTIONAL WORKED EXAMPLE

A company says everyone has flexible working, but production roles follow fixed shifts. The research identifies different forms of flexibility by role and replaces the universal claim with specific, accurate descriptions.

SELF-REVIEW GUIDANCE

Separate confirmed practices from aspirations and exceptions. A credible proposition can acknowledge constraints, such as shift coverage, while explaining the benefits that actually apply.

LESSON 02 / 04

Build a proposition with proof

YOUR PRACTICE TASK

Write three proposition pillars, each with proof, scope and a limitation.

YOUR RESPONSE

FICTIONAL WORKED EXAMPLE

Instead of unlimited growth, a fictional employer describes a quarterly development discussion and examples of supported internal moves. It states that moves depend on available roles and assessed readiness.

SELF-REVIEW GUIDANCE

A pillar should survive the question: what would a new starter actually experience? Remove unsupported superlatives. Include at least one practical working condition rather than relying entirely on brand language.

LESSON 03 / 04

Align the candidate journey with the promise

YOUR PRACTICE TASK

Audit five fictional touchpoints against your three proposition pillars.

YOUR RESPONSE

FICTIONAL WORKED EXAMPLE

An employer promotes respectful communication but leaves unsuccessful finalists without an update. The improvement assigns closure ownership and an achievable feedback process rather than launching another reputation campaign.

SELF-REVIEW GUIDANCE

For each mismatch, identify an operational owner and action. Separate a wording correction from a service change. Include the rejection journey, where employer promises are often tested most clearly.

LESSON 04 / 04

Learn from attraction and retention feedback

YOUR PRACTICE TASK

Design a candidate and new-starter feedback loop with three questions and an action owner.

YOUR RESPONSE

FICTIONAL WORKED EXAMPLE

A campaign increases applications but new starters report unexpected travel. The team corrects the role message and tracks whether future candidates understand the travel pattern before accepting.

SELF-REVIEW GUIDANCE

Ask about understood expectations and observed experience, not only satisfaction scores. Record confounding changes and avoid claiming that one campaign caused a retention improvement.

FINAL REVIEW

Strengthen the work before you use it.

Review the completed workbook as one connected piece of work. The strongest deliverables are internally consistent, explicit about limitations and clear about who decides what happens next.

- [ ] The work distinguishes facts, evidence, assumptions and open questions.
- [ ] Decisions have named owners, dates and review points.
- [ ] Measures connect to the outcome rather than activity alone.
- [ ] Risks, accessibility needs, privacy considerations and limitations are visible.
- [ ] The next action is specific enough for another person to follow.
- [ ] The finished deliverable can be explained in plain language.

FINAL CHANGES AND NEXT ACTIONS

FURTHER READING

Continue with trusted sources.

These sources support further study. A reference does not imply endorsement. Check the current official rules and obtain appropriate professional advice for real legal, financial or regulated decisions.

CIPD: Employer brand

Further reading on employer reputation and employee experience.

https://www.cipd.org/en/knowledge/factsheets/recruitment-brand-factsheet/

CIPD: Recruitment

Professional context for the recruitment lifecycle.

https://www.cipd.org/uk/knowledge/factsheets/recruitment-factsheet/

ABOUT THIS WORKBOOK

Original educational scenarios. Practical work is self-directed and is not independently assessed. Adapt any method to your context with appropriate review.

Talent Engineering Academy is an education initiative by Vitae.