

G-Cloud 15 Service Description



Employee Value Proposition

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Methods' Employee Value Proposition (EVP) service offers a bespoke development of your organisation's EVP that is content rich, factual and evidence based, partnering with current employees and executives to ensure that the EVP truly reflects the long term value that working in the organisation offers to prospective employees.

What is the Service

Key to attracting and retaining top talent for organisations is ensuring that the potential employee has a clear picture of why they would want to join the organisation, linking what the organisation and its culture has to offer them in their roles to personal career goals, values and beliefs.

Methods will help you to develop a rich, engaging and factual statement demonstrating the value of working with the organisation to potential employees for use in recruitment campaign communications and recruitment processes. The statement can be used in all types of communications (internal and external) to demonstrate the organisation's commitment to individuals, including role, working practices, professional interests, career development, work environment and culture. It can also be used to showcase an organisation's commitment to the environment, social factors, personal well-being, key benefits and compensation, and other personal/professional enticements.

We work with your current team to build on their experiences of the organisation and harness their career ambitions, together with discovery around industry peer organisations, to build your Unique Selling Point - the Employee Value Proposition (EVP) for your organisation.

What can it do for you

The EVP provides a rich, factual, evidence-based statement that potential employees can test against your industry peers when making a decision to respond to recruitment campaigns or generally reviewing employment opportunities with your organisation. It provides them with an opportunity to test their fit with the organisation's values, culture and professional requirements, and the organisation's fit with their personal and career aspirations. In effect, it provides an initial filter in the recruitment process which ensures that potential applicants:

- Are left in no doubt as to what the organisation can do for them
- Have a clear picture of what it is like to work with the organisation - culture, values, standards
- Can compare your EVP with industry peer organisation EVPs and make an informed decision

The EVP reduces the overall cost in attracting and retaining talent by:

- Enabling 'self-deselection' in the recruitment process
- Ensuring best match with candidate aspirations to retain them long term

The EVP can be used in communications to promote the organisation in recruitment campaigns, general organisation PR, career fairs at schools, universities, professional training establishments, and industry events.

Service Features

1. Understand how compensation and benefits impacts talent acquisition and retention
2. Understand how values and culture impact talent acquisition and retention
3. Develop career pathways and routes for your staff to progress
4. Assess how the working environment impacts on your staff
5. Articulate the organisation's overall ethos and approach
6. Demonstrate that your organisation values employees as key assets

Service Benefits

1. Reduced overall recruitment costs due to appropriate candidates applying
2. Improved application to employee conversion ratio
3. Reduced end-to-end employee lifecycle costs
4. Reduced employee attrition rate
5. Improved employee loyalty, longevity and referenceability
6. Clarity for employees regarding achievable career pathways with the organisation
7. Clarity regarding the organisation's social, environmental, and industry aspirations
8. Benefits of having the right person in the right role
9. Improved diversity and quality of candidates

Contact details

End-to-end transformation and innovation experts

Applying our skills in innovation and collaboration from across the Methods Group, to deliver end-to-end business and technical solutions that are people-centred, safe, and designed for the future.

Methods provide collaborative and innovative solutions to help Central Government adapt to the changing landscape and deliver better outcomes for citizens.

With a focus on driving interoperability and innovation in UK Central Government, we have helped multiple organisations in the sector modernise their IT architecture, systems, strategy, and operating models to improve organisational resilience and service delivery.

Methods deliver wide-ranging services and thought leadership to support delivery including:



Onboarding and offboarding process



Ordering and Invoicing

Once we have agreed a Statement of Work(s) we will sign the appropriate agreement and complete a Call Off contract with an attached Statement of Work(s), and submission of a Purchase Order. We will then set up a mutually acceptable start date and commence work.

Payment terms are 30 days or less as may be agreed.

Please note - we are unable to accept Government Procurement Card (GPC) payments.



Customer Responsibilities

For any given requirement, we will identify any dependencies on the customer (e.g. access to key stakeholders, facilities, documentation, etc.) and agree these at the start of the work.

Making a difference

The work we do each day is focused on delivering a positive difference for the public sector for the benefit of society as a whole.



Customer stories



Cloud Hosting & Service Modernisation
Modernised digital services using secure cloud hosting, streamlined legacy workflows, and improved data insights. Delivered faster decisions, reduced manual effort, and a more transparent, **user-friendly experience** for internal teams and external users.



Cloud-Based ITSM Consolidation
Unified multiple service desks onto a cloud-based ITSM platform, standardising processes and automating workflows. Improved incident, change, and problem management, **boosting overall service reliability, efficiency, and organisational visibility.**



Large-Scale Cloud Migration (100+ Apps / 120TB)
Delivered cloud migration of **100+ legacy applications** and **120TB of data** with **100% availability.** Strengthened compliance, improved transparency, and significantly enhanced operational resilience across critical digital services.



Azure Migration & Modern Workplace Enablement
Migrated data centres to Azure and deployed modern workplace cloud services, delivering secure, scalable infrastructure. Achieved improved user experience, strengthened security posture, and **£1m savings** - all with zero service disruption.



Cloud ITSM Migration (ServiceNow SaaS)
Successfully migrated from a legacy ITSM tool to a modern, cloud-based ServiceNow platform. Delivered scalable, robust service operations, strengthened governance, and enabled faster, more consistent digital service delivery across the organisation.



Cloud-Native Data Pipelines (Azure Integration)
Built automated Azure Data Factory pipelines into a Lakehouse architecture, using Bronze/Silver/Gold layers and Delta with CI/CD. Delivered secure daily refreshes, improved data quality, lower manual effort, and more efficient reporting.