



PwC's Employee Preference Index

Although an EVP is complex in nature, it doesn't need to be complicated. We have developed an employee preference index with seven levers to help leaders organise their thinking and drive effective change:



Remuneration and reward

The salary paid to employees, other financial incentives including bonuses, profit-sharing schemes and pensions, as well as packaged subsidies such as phones and cars.



Workspaces and places

The working environment in the office or at home, including physical design and workplace perks like subsidised food and drinks, office equipment.



Ways of working

How work gets done, including the flexibility and autonomy afforded to workers, the ability to collaborate, opportunities for travel, the use of technology, and the manner in which these are embedded in organisational policies.



Wellbeing

Maintaining the physical and mental health of workers through dedicated wellbeing programmes and policies, with a particular focus on the work-life balance of the role.



Career development

This includes a diverse range of factors from learning and upskilling programmes, study assistance and support, through to the quality of leadership, access to feedback and coaching, career pathways, and opportunities for secondments.



Experience

How people experience their role, team, and organisation including the culture, relationships, diversity, team spirit and the energy of co-workers.



Brand

The reputation of and affiliation with the values and the prestige of the brand. This includes the commitment towards social responsibility and shared value.

Underpinning each of these seven levers are a series of more specific initiatives.