

Think about your top performing employees. List the top five reasons why those employees choose to work for you. If you aren't sure, ask those employees.

- 1: _____
- 2: _____
- 3: _____
- 4: _____
- 5: _____

This about your best customers. List the top 5 reasons these customers bought your services or products.

- 1: _____
- 2: _____
- 3: _____
- 4: _____
- 5: _____

Identify the areas of overlap between the employee and customer lists. Summarize your EVP from the above overlapping areas in some short, memorable taglines. Test it by considering whether you could use it to explain why you do what you do.
