



# STAY CONNECTED

THE OFFICIAL NEWSLETTER OF

designated  
medical

## Hello and welcome to our January Issue!

The New Year is an ideal time to take a fresh look at your business operations and make any changes to areas you feel are stagnant or not working as efficiently as they should. In this month's newsletter our Managing Director, Jane Braithwaite shares an article originally written for Independent Practitioner Today on 'How to get off to a good start in 2022'.

With that in mind, we are launching a January competition for all of our existing clients and contacts to help you kick start 2022! Read below to find out more.

Continuing our focus on HR, we look at writing your employer value proposition. Research from Gartner discovered: *Organisations that effectively deliver on their EVP can decrease annual employee turnover by just under 70% and increase new hire commitment by nearly 30%*" So getting it written is a great step into 2022!

Best wishes,  
Designated Medical Team.

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**Kick start 2022  
with our gift to you!**

**How to get off to a  
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new year**

**How to write your  
employer value  
proposition**

A person wearing blue scrubs and a stethoscope is holding a wrapped gift. The gift is wrapped in light blue paper with a dark blue ribbon tied in a bow. The person's hands are visible, holding the gift from the sides. The background is slightly blurred, showing what appears to be a desk or office setting.

# KICK START 2022

# WITH OUR GIFT TO YOU!

## To help you kick start 2022

We are offering all of our clients and contacts the opportunity to WIN one of the following business support prizes.

To enter and be in with a chance of winning, simply click the link below and you'll be enrolled into our January competition.

- **WIN a PA for a day**
- **WIN Social Media content creation for a week**
- **WIN Financial health check with a Designated Accountant**
- **WIN HR or Recruitment Admin help for a week**

[\*\*Click to enter\*\*](#)

Winners will be contacted by the 14th February 2022! Good luck!

# HOW TO GET OFF TO A GOOD START IN THE NEW YEAR

This article was originally written by Jane Braithwaite for Independent Practitioner Today.

**As we head into 2022 and a promising new year, we have an opportunity to take stock and reset. This includes reviewing our more strategic plans and objectives and checking that the basics are well managed. Jane Braithwaite shows how to give your business a fresh start.** From a strategic perspective, I take time to review and plan every quarter. I make the most of the 'back to school' feeling in September and at the start of the new year, which is an obvious time to reflect on everything in life including business. April and July are the two other times during the year when I pause to review progress and make plans for the coming quarter.

**"Over the last two years, with the changing environment caused by the impact of Covid, my strategic planning has become less proactive, and my focus has been on managing the ups and downs caused by the Covid crisis."**

But performing in 'crisis' mode for such a long time is not healthy for us in either our personal lives or for the success of our businesses.

**Purposely parked.** To be honest, due to the challenges of the last two years, there are a few objectives that I set for my business that was purposely parked and I am sure I am not alone. Due to a lack of time to focus on the more proactive side of growing the business and to allow time for the day-to-day management of the effects of Covid some activities needed to be taken off the agenda in the short term.

The start of 2022 will provide a great opportunity to decide whether the time is right to reset those objectives and restart progress. I am also addicted to business plans and notebooks, and I have used most of the widely known business plans/journals.

Currently, my favourite is the Clever Fox Planner Pro, which I highly recommend for anyone like me who enjoys structure and handwriting out plans.



Reach out to our friendly and professional team to discuss business support solutions that are available to you. t: 020 7952 1008

# HOW TO WRITE YOUR EMPLOYER VALUE PROPOSITION



**What is an Employer Value Proposition (or EVP) and what does it mean? How does it differ from the Employer Brand (or EB) and why is it so important for companies to define and promote their EVP?**

One way of defining the difference between the EB and EVP is to imagine the EB as an outward-facing marketing proposition and the EVP as an internal exercise that outlines the offerings provided by the company in return for the skills, experiences and capabilities an employee brings to the business. The EVP is a strategic statement that defines how your business wishes to be perceived and outlines the company's vision, mission and values. These are supported by the company's offerings in terms of learning and development, career progression, benefits and remuneration thus shaping, supporting and giving credence to the EB.

**The EVP and EB go hand-in-hand so that the experience matches the promise. Any mismatch between the two would undermine employee trust and engagement and no doubt lead to poor reviews on review sites such as Glassdoor.**

A well-defined EVP can give employers a competitive advantage in the war for talent as candidates become more selective and discerning in their choice of employer. This is especially helpful if the business doesn't have the budget to compete with the remuneration offered by its larger competitors. The EVP can promote other unique qualities that differentiate the business from its competitors, thus attracting the right talent. [Read more>](#)