

# **REWARD VALUE PROPOSITION**

THE RPZ APPROACH

**HELP YOUR  
PEOPLE SEE  
THE WHOLE  
PICTURE**

You've built a competitive, comprehensive reward package. Now make sure your people understand it – all of it, together, as one compelling story.

**RPZ**

# SO, WHAT IS A REWARD VALUE PROPOSITION (RVP)?

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**An RVP is the story your rewards tell about working for you.**

It's how you show people the real value of being part of your business, beyond pay alone.

It connects every element of your total offer – salary, benefits, flexibility, culture, and growth – into one meaningful, joined-up narrative.

When your people can see and feel the full picture, that's when your rewards start working harder.

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# WHY AN RVP MATTERS

Salary's only part of the story.

Most organisations spend millions on reward. But employees only see a payslip.

They don't see the culture, development, recognition, or flexibility behind it.

A strong RVP makes that invisible value visible. It helps your people:

**See the whole package, not just the pay.**

**Understand how every part of your offer connects.**

**Feel valued, supported, and recognised.**

**Choose to stay. And to tell others why.**

# THE DIFFERENCE IT MAKES

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## WITHOUT AN RVP

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- Salary-led conversations
- Fragmented, disconnected benefits
- Employees see individual perks
- Benefits underused or unseen
- Retention depends on pay

## WITH AN RVP

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- Value-led conversations
- A single, compelling story
- Employees see purpose and care
- Benefits appreciated and shared
- Retention built on connection

# WHAT A GREAT RVP ACHIEVES

**Attracts better talent.** You stand out for the right reasons.

**Improves retention.** People see what they gain by staying.

**Strengthens culture.** Every reward moment tells the same story.

**Boosts engagement.** Your people feel seen, supported and invested in.

**Multiplies ROI.** Everything spent on your people delivers greater value.

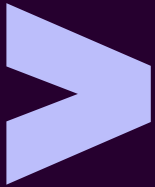
# AND THE OUTPUT?

**A story your people can believe in and your leaders  
(and people) can proudly tell.**

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# HOW WE BUILD YOUR RVP

**RPZ**



**We make the complex simple by uncovering what your people value most and turn it into a story that resonates.**

**Discover** – Deep dive into your data, culture, and total reward package.

**Define** – Clarify what makes your offer unique and what employees truly value.

**Design** – Create your clear, consistent Reward Value Proposition.

**Deliver** – Build tools, messaging and visuals to bring it to life across comms, campaigns and channels.

# WHAT YOU'LL GET FROM US

We'll create a practical,  
powerful and ready to use RVP.  
**You'll get...**

- > A fully articulated Reward Value Proposition. Clear, human, and distinctive.
- > Messaging frameworks for recruitment, internal comms, and leadership.
- > Creative expressions and tone-of-voice for every audience.
- > Campaign concepts to bring your RVP to life.
- > A joined-up toolkit so every part of your business tells the same story.

# WHY WORK WITH RPZ?

**RPZ**

At RPZ, we make reward human.

We've worked with some of the UK's leading employers to:

**Turn reward from a cost line into a competitive advantage.**

**Help leaders talk about pay, benefits and culture with confidence.**

**Build RVPs that attract, retain and inspire the best talent.**

# WHAT NOW?

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Let's start by finding your story.

We'll run a short discovery session to explore:

> **What you currently offer.**

> **How your people perceive it.**

> **Where the gaps (and opportunities) are.**

Then we'll show you how to bring it all together – clearly, simply, and powerfully.

Ready to see your true value?

**Let's talk.**

**THANK  
YOU**

