



Employee Value Proposition

*Taking 'Pride'
with Nationwide*

Landscape

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Nationwide's behaviour framework PRIDE, is a key component of their EVP and is underpinned by five simple statements. They wanted employees to be excited about joining in with the forthcoming conversations across the business. Landscape developed a fun and simple quiz which asked employees to select their preferences from a mobile friendly tool.

Landscape used bold simple layouts and a warm typographic style using the Nationwide Pride fonts, then Illustrated them using geometric shapes and hand drawn lines. Employee reaction was fantastic - it went viral across the business on Yammer.

The results are in!
 You've got all five letters of PRIDE in your DNA – and these are the elements that you represent the most:

- R Rewarding membership**
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Start over Share

PRIDE

Employee Value Proposition
 Research
 Content
 Web design and build
 Animation

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3 You are stranded on a desert island, what are your survival priorities for your fellow castaways?

- You share out your remaining rations.
- You rally the troops and take charge of the situation.
- You could be in it for the long haul so you start building a camp.
- You start collecting coconuts for the others.

Next

4 What animal are you most like?

- Big hearted bear
- Honest owl
- Rewarding rabbit
- Leaderly lion
- Eager beaver

Next

5 Would you rather...

- Help others
- Lead others

Next

6 If you could choose to have a superpower – what would it be?

- Flying
- Super-strength
- Super-speed
- The healing touch

Next

