

Strengthening Employers' Role in the Whole Employee Experience



Key takeaways

01

Organizations must attend to culture, purpose, flexibility, and other elements of the employee experience, and use benefits and programs to strengthen them.

02

By combining core and supplemental benefits, employers can provide greater choice for employees now and more flexibility to meet their needs in the future.

03

Optimizing the benefits experience for employees and increasing adoption require more engaging communications and human storytelling.

22% of all employees say lack of purposeful work is a factor in deciding to leave work

82% of employees with supportive managers intend to be at their current job in 12 months

Employees are **25%** more likely to say benefits are an important factor in choosing their employer (vs. 2012)

Only **54%** of employees feel benefits communications are relevant to them

28% say communications do not clarify which benefits are right for them

The 5 Key Elements of the Whole Employee Experience

Employers must strengthen the whole employee experience to unify a heterogeneous workforce



Purposeful
work



Flexibility
and work-life
balance



Social and
supportive
cultures



Career
development
and training



Wellness
programs
and benefits

Leverage the power of purposeful work

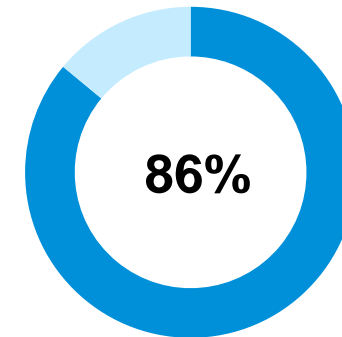


More employees want purposeful work – a primary force behind the Great Reshuffle



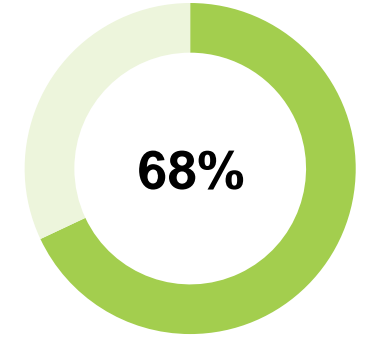
22% of employees say lack of purposeful work is a factor in decisions about leaving jobs

The purpose perception gap:



of employers say employees have a strong sense of purpose at work

▼ - 18% pts.



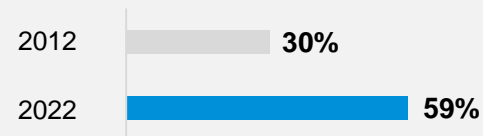
of employees say they have a strong sense of purpose at work

Prioritize flexibility and work-life balance

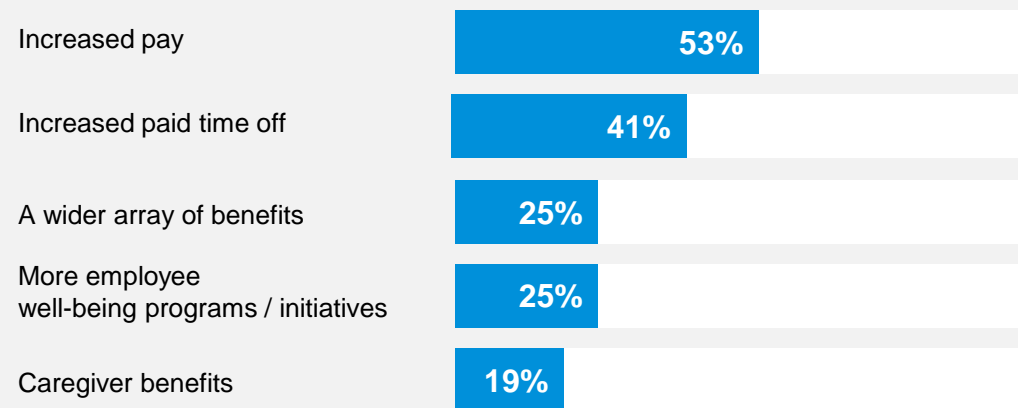


64% of employers identify work flexibility as the top trend impacting the workforce in the next 20 years

Employees intending to quit who say work flexibility would retain them



What employees want in exchange for limited flexibility



Ways of cultivating flexibility outside of remote work:

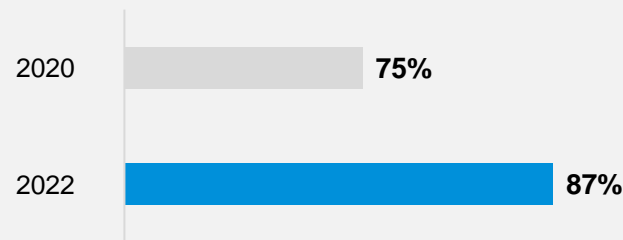
- Block out time for me (e.g., for lunches) – 44%
- Do not receive work calls or messages outside of work hours – 40%
- Create physical separation (e.g., going for walks away from place of work) – 31%
- Have a separate/dedicated space in my home to work – 31%
- Set start and endpoints in my calendar – 23%

Create a social and supportive culture

Strong cultures promote social health and inclusiveness, which improve retention



Employers who believe benefits build & sustain workplace culture



51% of women

consider an empathetic/supportive culture as a must-have (vs. 39%)

Employees with a supportive manager experience greater holistic health

77% feel socially healthy
(vs. 44% among workers with no support)

77% feel mentally healthy
(vs. 47%)

76% feel they have flexibility to manage work & life (vs. 31%)

72% feel resilient in the workplace
(vs. 40%)

82%

of employees with supportive managers intend to be at their current organization in 12 months (vs. 44%)

Develop and train employees for success



Employers focus on soft skills training to support managers during uncertain times

Compared to 2020, employers are...

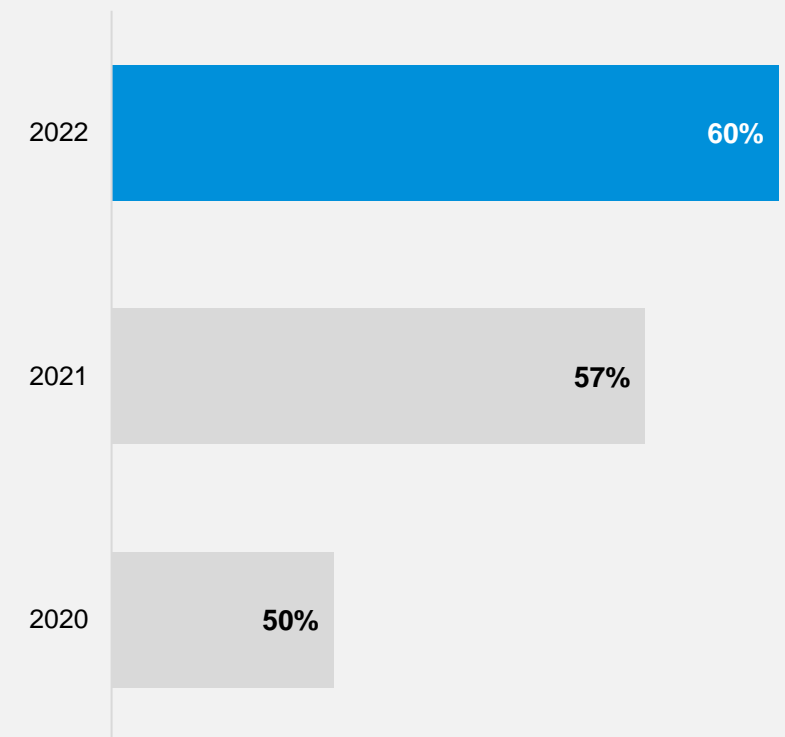
26%

more likely today to focus on managerial training programs related to leadership, conflict resolution, curiosity and other soft skills

18%

more likely to say the training and re-training they provide helps employees stay successful

% of employees who say their employers are committed to workers' success



Harness the value of wellness programs and benefits



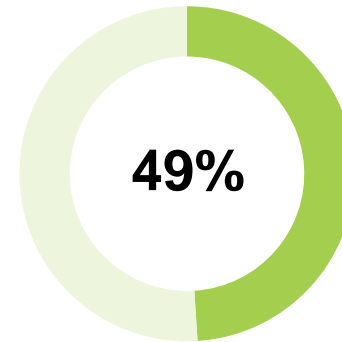
Workers are 25% more likely in 2022 to say benefits are an important factor in choosing employers than in 2012

Employees satisfied with benefits are...

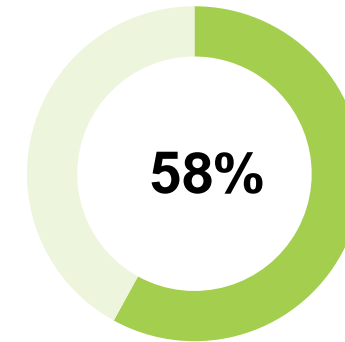
2x more likely to be satisfied with their jobs

70% more likely to be loyal to their employer

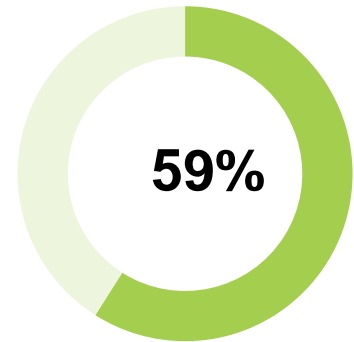
Employees willing to bear more of the costs to have a choice of benefits that meet their needs:



All employees



Millennials



Black employees

How personalized communications pay off

Employers must enhance communications and engagement efforts to maximize benefits ROI and drive loyalty

Employee perceptions of communications

54% feel benefits comms are relevant to them

28% say **communications do not clarify** which benefits are right for them

24% say **communications do not clarify** which benefits are available to them

Employees who understand their benefits are...

101%
more likely to **trust** their employer's leadership

94%
more likely to **feel valued/appreciated**

80%
more likely to be **satisfied with their current job**

60%
more likely to intend to **still be working for their organization** in 12 months

Actions for Employers

01 ▶ Implement **ongoing listening mechanisms** to capture, identify, and track employee needs, while ensuring a **diverse set of voices** are represented on planning committees.

02 ▶ Address gaps in employer and employee perceptions by **consistently communicating about employer efforts** to support holistic well-being, foster an inclusive culture, and enable work-life balance.

03 ▶ Design benefits offerings to **support the larger employee experience and create choice** to meet the needs of a heterogenous workforce.

04 ▶ Consider how your employee experience, inclusive of benefits and programs, can **combat mental health concerns** (e.g., through flexibility, manager training, and support like EAPs).

05 ▶ Boost key employee outcomes of social health, job satisfaction, loyalty, and productivity by **adopting DEI best practices** throughout the organization.

06 ▶ Create forums for employees to ask questions about their benefits and **provide tools and resources for decision-making support** so employees can find the best options to suit their needs.

Thank you