

Rethinking Total Rewards & the Employee Experience

POST COVID-19

MAY 21, 2020



Presentation for:

BENCHMARK
BENEFIT SOLUTIONS, INC.

Who am I?

A great question.

The quick background...

- 10+ years in employee experience & benefits industry
- Founder of the PERKS & PERKS Conventions
 - World's largest Employee Experience expo (6 Cities) and the largest discovery engine for new employee-focused services in NA
 - Showcase™ Virtual Benefit Fair Platform for year-round benefit marketing and live vendor interaction
 - Employee Experience Consulting Practice
- Founder of The People Ops Society
 - A digital membership for crowdsourcing resources, templates, ideas and feedback from other People Ops pros



Our Goal Today?

Our Goal

1) Outline and identify some key changes for the future of your teams



To **INUNDATE** you with ideas for how to support them going forward

Our 4 Questions

For today's discussion

1. What will change for a while/permanently about the employee experience?
2. How will this effect your workplace and implementing your employee experience?
3. What benefits/programs are available to support this new normal?
4. What are the best ways to communicate these experiences to employees and be seen as a proactive/supportive employer?

1. What will change?

- *NOW REQUIRED TO SUPPORT THE ENTIRE EMPLOYEE*
- The office is now a PERK itself
- It will be harder to hide poor performance
- Have to create a broad program that can be individualized

You can't ignore it anymore.

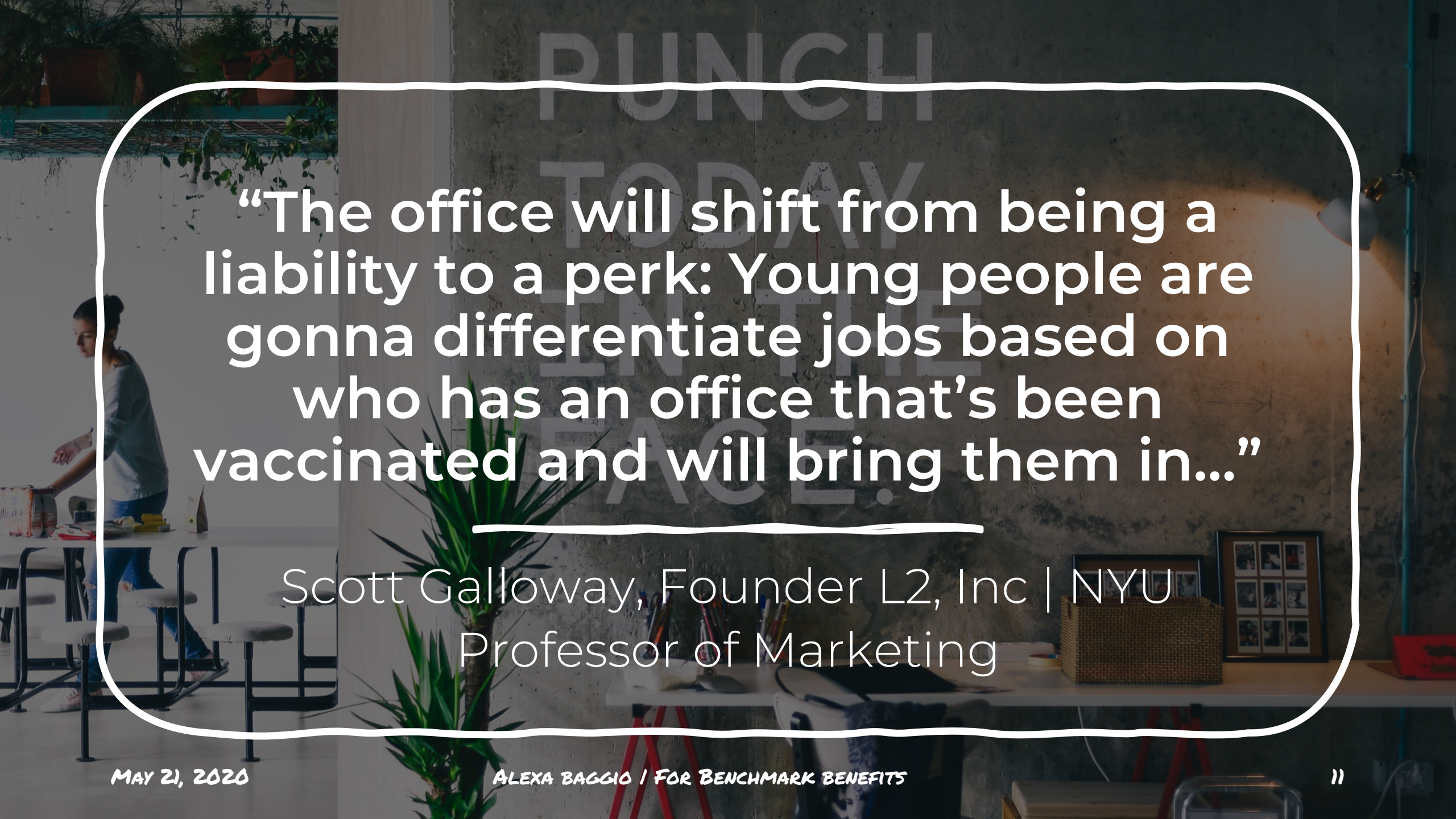


“Just under one-fifth of a company’s employees typically have a mental health disorder, as evidenced on health insurance claims... In recent weeks, that number has risen to between 60 and 70%.

Bloomberg News | “US Employers Scramble To Address Mental Health Epidemic” Arianne Cohen

1. What will change?

- Now required to support the entire employee
- *THE OFFICE IS NOW THE ULTIMATE PERK*
- It will be harder to hide poor performance
- Have to create a broad program that can be individualized



“The office will shift from being a liability to a perk: Young people are gonna differentiate jobs based on who has an office that’s been vaccinated and will bring them in..”

Scott Galloway, Founder L2, Inc | NYU
Professor of Marketing

**WFH skyrocketed from
~36% pre-covid19,
to over 76%.**

RedFin, Post-pandemic Migration Survey



52% of workers (in large cities) would move if given the option to WFH permanently.

RedFin, Post-pandemic Migration Survey

1. What will change?

- Now required to support the entire employee
- The office is now the ultimate PERK
- **IT WILL BE HARDER TO HIDE POOR PERFORMANCE**
- Have to create a broad program that can be individualized

1. What will change?

- Now required to support the entire employee
- The office is now the ultimate PERK
- It will be harder to hide poor performance
- **HAVE TO CREATE A BROAD PROGRAM, THAT CAN BE INDIVIDUALIZED**

You have the power.



Our 4 Questions

For today's discussion

1. What will change for a while/permanently about the employee experience?
2. How will this effect your workplace and implementing your employee experience?
3. What benefits/programs are available to support this new normal?
4. What are the best ways to communicate these experiences to employees and be seen as a proactive/supportive employer?

2. How will this affect your ee ex?

- **SUPPORTING WORKING FAMILIES IS YOUR BIGGEST TICKET**
- Need to support remote work – like actually
- Will be expected to emphasize health & wellness
- Going to have to curate & emphasize informal bonding/connection (“Let’s get a beer”)
- Performance will be tailored around autonomy and outputs, not anything else.

“One in three families reported spending 20% or more of its annual household income on childcare.



NYPost| Child care costs are at an all-time high, Alisa Wolfson| July 30, 2018

“81% of working parents say their employer doesn’t offer any kind of childcare benefits and 72% of parents say their workday has been impacted by child care falling through

NYPost| Child care costs are at an all-time high, Alisa Wolfson| July 30, 2018

2. How will this affect your ee ex?

- Supporting working families is your biggest ticket
- **NEED TO SUPPORT REMOTE WORK - LIKE ACTUALLY**
- Will be expected to emphasize health & wellness
- Going to have to curate & emphasize informal bonding/connection (“Let’s get a beer”)
- Performance based on autonomy and outcomes, not anything else.

Remote Work

Requirements

- Equipment
- Space/Location
- Privacy/protection
- Training
- Support
- Flexibility

2. How will this affect your ee ex?

- Supporting working families is your biggest ticket
- Need to support remote work – like actually
- **WILL BE EXPECTED TO EMPHASIZE HEALTH + WELLNESS**
- Going to have to curate & emphasize informal bonding/connection (“Let’s get a beer”)
- Performance based on autonomy and outcomes, not anything else.

New expectations

For employer
wellness

- Healthcare Education
- Virtual Programs
- Exercise & Mindfulness
- Food
- Time & norms

2. How will this affect your ee ex?

- Supporting working families is your biggest ticket
- Need to support remote work – like actually
- Will be expected to emphasize health & wellness
- **GOING TO HAVE TO CURATE + EMPHASIZE INFORMAL CONNECTION ("LET'S GET A BEER")**
- Performance based on autonomy and outcomes, not anything else.

2. How will this affect your ee ex?

- Supporting working families is your biggest ticket
- Need to support remote work – like actually
- Will be expected to emphasize health & wellness
- Going to have to curate & emphasize informal bonding/connection (“Let’s get a beer”)
- **PERFORMANCE BASED ON AUTONOMY AND OUTCOMES, NOT ANYTHING ELSE.**

Hours of work spent on a project

An Input

Completed new website (on time, on budget, looks good)

An Output

Selling more products online.



An Outcome

“Done” vs. Success

HBR | You need to manage digital projects for outcomes not outputs, Jeff Gothelf
and Josh Seiden, February 2017

Our 4 Questions

For today's discussion

1. What will change for a while/permanently about the employee experience?

2. How will this effect your workplace and implementing your employee experience?

3. What benefits/programs are available to support this new normal?

4. What are the best ways to communicate these experiences to employees and be seen as a proactive/supportive employer?

3. What's available as support?

- **FAMILY SUPPORT**
- Remote Work
- Wellness & Health Education
- Informal Connection (“Let’s get a beer”)
- Managing Outputs



Family Support

- Back Up Care
- Elder Care
- EAPs
- Full-Time Care/Centers
- Fertility Support
- LGBTQ Fertility Support



3. What's available as support?

- Family Support
- **REMOTE WORK**
- Wellness & Health Education
- Informal Connection (“Let’s get a beer”)
- Managing Outcomes



Remote Support

- Equipment
- Home buyer & mortgage support
- Allowances
 - Cell phones
 - Internet
- Training
 - Remote work
 - Project Management
- Flexibility
- Care packages



3. What's available as support?

- Family Support
- Remote Work
- **WELLNESS + HEALTH EDUCATION**
- Informal Connection (“Let’s get a beer”)
- Managing Outcomes



Health & Wellness Support

- Healthcare Education
- Telehealth
- Nutrition
 - Onsite option change
 - Employee counseling
- Virtual Exercise
 - Classes for team
 - Support for choice
- Virtual Mindfulness & Meditation



3. What's available as support?

- Family Support
- Remote Work
- Wellness & Health Education
- **INFORMAL CONNECTION ("LET'S GET A BEER")**
- Managing Outcomes

ALEXA BAGGIO / FOR BENCHMARK BENEFITS



Informal Connection Support

- Charity Events
 - Bike Build
 - Shoe Paint
- Challenges
 - Walking
 - Raising \$
- Team Sports
- Sponsored events
 - Hockey tickets
- Office event calendar
 - Monthly HH



SIPBAR

3. What's available as support?

- Family Support
- Remote Work
- Wellness & Health Education
- Informal Connection (“Let’s get a beer”)
- **MANAGING OUTCOMES**



Management Support

- New manager training
- Education & personal development stipends
- Manager ERGs
- Executive coaching
 - For groups of managers



Our 4 Questions

For today's discussion

1. What will change for a while/permanently about the employee experience?
2. How will this effect your workplace and implementing your employee experience?
3. What benefits/programs are available to support this new normal?
- 4. What are the best ways to communicate these experiences to employees and be seen as a proactive/supportive employer?**

4. How to communicate it all

- *LEAD WITH CHANGE + PROVIDE THE 'GOAL' FOR CHANGE*
- Ask for feedback
- Create campaigns around positive changes
- Personalize where possible

4. How to communicate it all

- Lead with change & provide the 'goal' for change
- **ASK FOR FEEDBACK**
- Create campaigns around positive changes
- Personalize where possible

“Employees who are asked for their feedback during times or major organizational change were substantially more engaged than those who are not

Qualtrics EX Trends Report

4. How to communicate it all

- Lead with change & provide the 'goal' for change
- Ask for feedback
- **CREATE CAMPAIGNS AROUND POSITIVE CHANGES**
- Personalize where possible

“A good employer brand can reduce turnover rates by 28%, and cut your costs-per-hire by half.

LinkedIn | Ultimate List of Employer Brand Statistics

“75% of active job seekers are likely to apply to a job if the employer actively manages its employer brand.

Glassdoor | 50+ HR and Recruiting Stats for 2020

4. How to communicate it all

- Lead with change & provide the 'goal' for change
- Ask for feedback
- Create campaigns around positive changes
- **PERSONALIZE WHERE POSSIBLE**

“86% of consumers say that personalization has some impact on what they purchase; and one quarter admit personalization ‘significantly influences’ their buying decisions.

Infosys | *Rethinking Retail Study*

Remember Our Goal

1) Outline and identify some key changes for the future of your teams



To **INVUNDATE** you with ideas for how to support them going forward

Questions?



Some helpful links

- [Glassdoor Employer & HR Stats](#)
- [LinkedIn List of Ultimate Employer Stats 2020](#)
- [Qualtrics Employee Experience Trends Report](#)
- [HBR: You Need to Manage Digital Projects for Outcomes not Outputs](#)
- [Work-from-anywhere: The Productivity Effects of Geographic Flexibility](#)
- [RedFin WFH Survey](#)
- [Bloomberg.com US Employers Scramble to Address Mental Health Epidemic](#)
- [PERKS 2020 Big Book of PERKS](#)
- [PERKS 2020 Big Book of Remote PERKS](#)