



Welcome

EVP and the future of work

 **WorkBuzz**
The Power of Real-World Employee Insights

 **Personal Group** |  **hapi.**

Our Keynote Speakers



Andrew Walker

New Business Development Director
Personal Group



Ian Barrow

Client Services Director
WorkBuzz



Stefan Bartsch

VP of Sales
WorkBuzz

Our Panellists



Justine Woolf

Director of Consulting
Innecto Reward Consulting



Claire Harbord

Chief People Officer
Personal Group



Paul Jones-Nolan

Group Head of People
San Carlo Restaurant Group



Rebuilding Reward:

The Future of the Workplace –
Rewarding the Multigenerational Workforce

| Agenda

- Context and backdrop
- HR needs
- What do employees want and value
- The 6 generations explained
- Benefits segmentation



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presentations and video

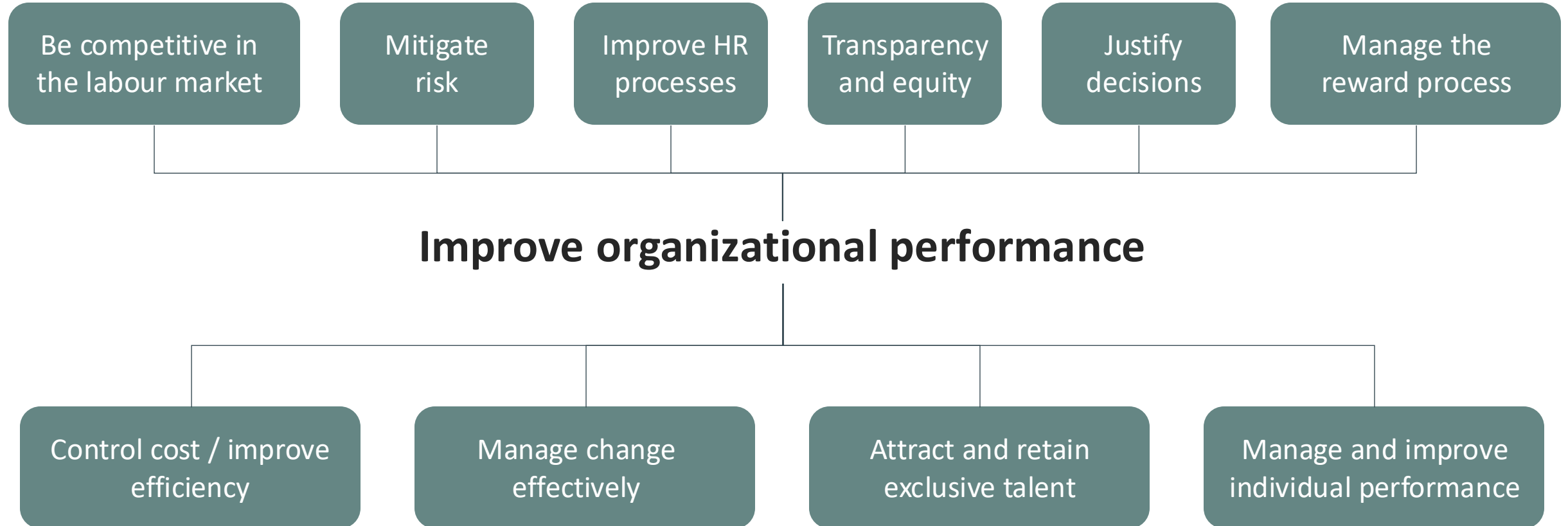


| Megatrends

| Megatrends

GENERAL ELECTION
PEAK WELLBEING
GLOBAL CONFLICT
POST PANDEMIC
LIVING WAGE
LOUD QUITTING
HYBRID WORKING
4-DAY WEEK
LIVING COSTS
FINANCIAL PRESSURES
QUIET QUITTING

And whatever is
coming next that we
don't know about



HR needs



Generational Segmentation of Benefits

Financial support,
loans and savings



Employee Assistance
Programme



Salary sacrifice
schemes



Holiday purchase
scheme



Private medical
insurance



Eyecare and
dental plans



Pensions and
retirement planning



Hospital cover
and health plan



| 6 Generations Explained

FAQs

BOOMERS



ZOOMERS



0:01 / 2:50



| Poll

Of the following,
which do you think
your employees
want most?

Financial / cost of
living support

Healthcare
benefits

Work-life
balance

Career growth
opportunities

| What do employees want?



| How are employees feeling now?



Third most common benefit offered by employers is access to counselling (37%)



41% of employees would most like to see work-from-home options, closely followed by additional employer pension contributions (40%)



Insurance policies which protect employees and their families are the most attractive benefits



Nearly half of employees are satisfied with the benefits they receive from their employer

| Poll

Which of the following have you already implemented or are planning to implement in the next 6 months?

General health and wellbeing benefits
– mental health support

Virtual or 24/7
Online GP

Cashplans –
dental, optical etc.

Insured benefits
such as critical
illness or private
medical insurance

| How are employees feeling now?

66%

of employees
are happy
in their jobs

45%

of employees
have work
related stress

1 in 5

could only
survive a week
on their savings

47%

of employees
agree their
mental health is
suffering

25%

of employees
aren't satisfied
with their
benefits

+ Almost half of all employees feel financially worse-off due to the cost of living

65%

of employees surveyed
by Gartner said...

*the pandemic made
them rethink the place
work should have in
their life.*

”

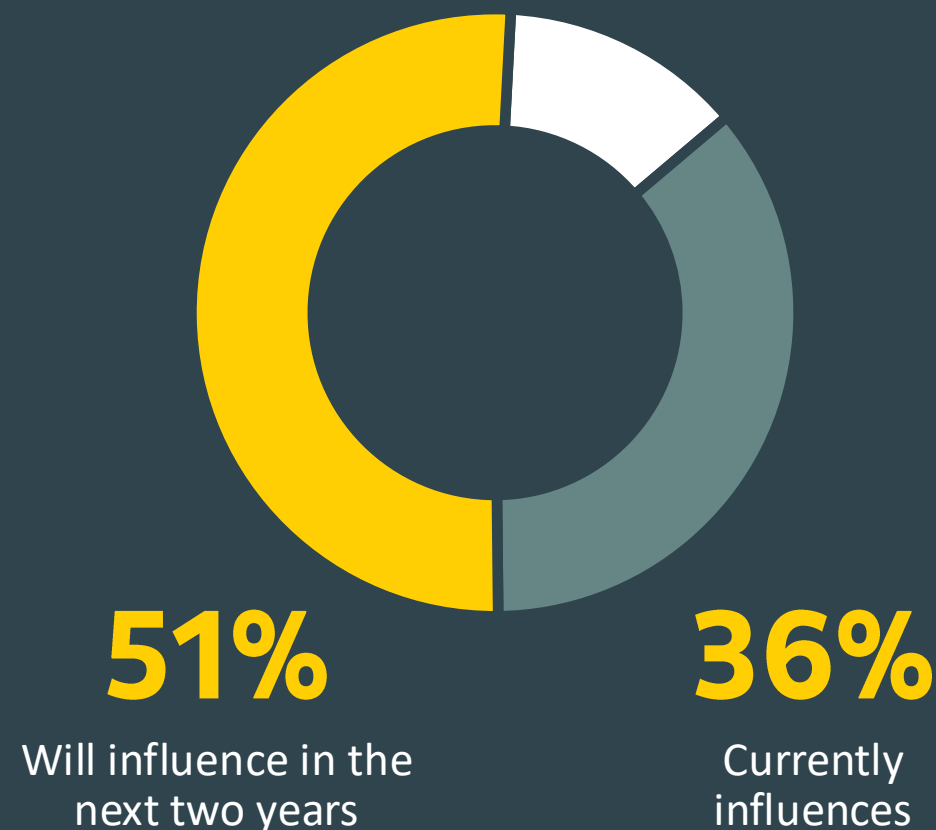
| Latest research

Taken from the REBA Employee Wellbeing Research 2024

Responsibility for health is shifting from the state to employers.

The ongoing pressures facing the NHS, coupled with an ageing workforce and shifting employee expectations, have led to employers' rising expectation that the government will rely more on businesses to offer workplace health support. Changes to occupational health services are one way the government wants employer to better support employees' health and wellbeing.

Proportion saying that government relying more on employers to offer workplace health support will influence their strategy



| Latest research

Health strategies adjust to meet the changing need of different age groups

Employee expectations have had an increasing influence on wellbeing and health offerings yet generational differences and needs – particularly those related to an ageing society – are now shaping more than half of employers' wellbeing strategies.

Personalisation and a wider range of offerings is replacing the one-size-fits-all core benefits package.

Rate at which intergenerational differences and expectations are influencing health strategies

● Currently influences ● Will influence in the next two years



Preparing for an ageing society



Different generational / age needs or expectations

| Latest research

Employees must also take responsibility for their health

While employers may be recognizing the need to take more responsibility for employee wellbeing, the onus to improve health does not rest solely with businesses.

Half of employer respondents are actively encouraging employees to take more responsibility for their personal health by including it within workplace personal development objectives. This is true across all company sizes, although there is a slightly higher rate of incidence in employers with more than 500 employees.

Many employers see health as a shared responsibility. Employers can implement an array of health and wellbeing benefits, but it is often down to the employee to take advantage of them. Placing an objective on employees to look after health and wellbeing is one way to ensure that benefits are used.

How responsibility for health and wellbeing will shift

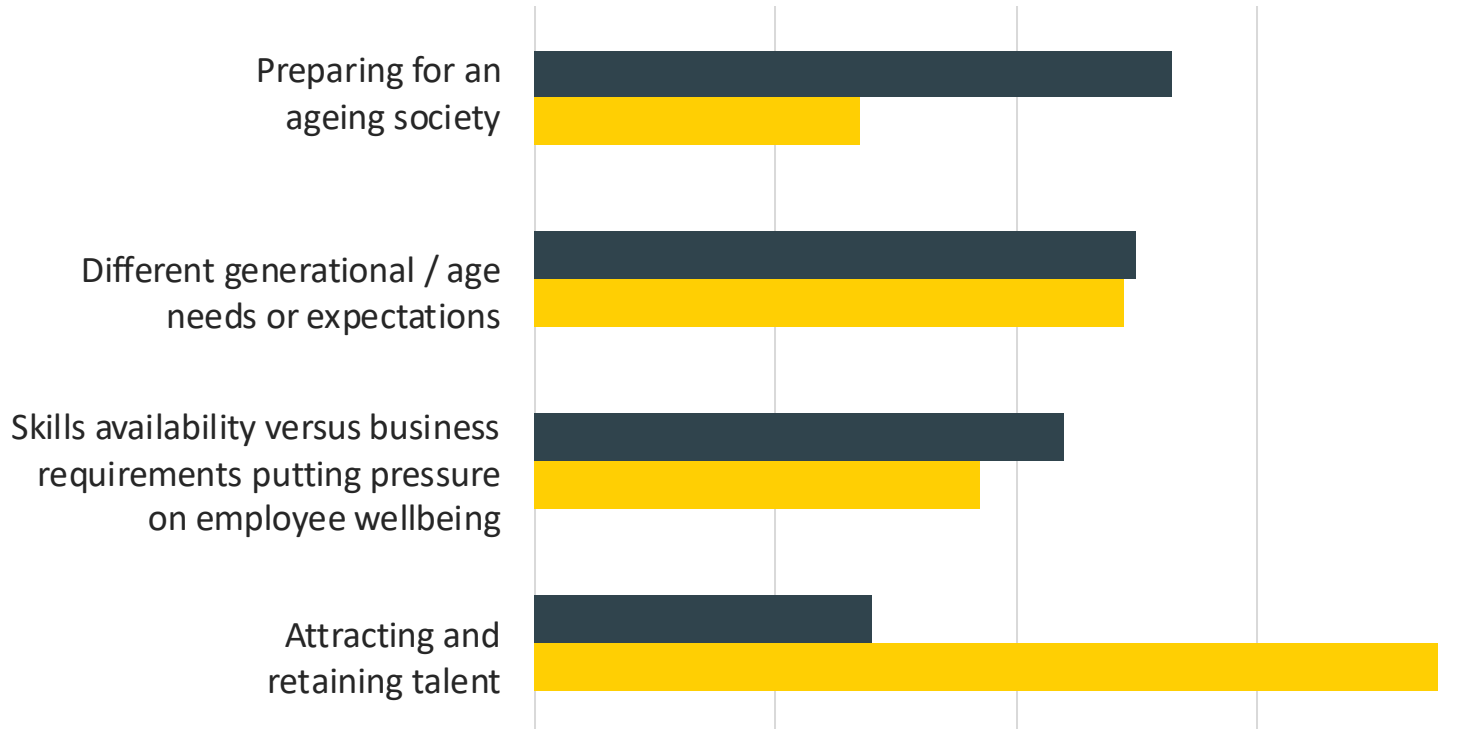


Expect to increase health-based personal development objectives for employees

Latest research

The age demographic factors employers expect to influence wellbeing strategies

● Will influence in the next two years ● Currently influences



BIG SHIFT

+196%

More benefit strategies are being influenced by generational needs

27% of respondents are currently preparing for an ageing society within their wellbeing benefits and strategy, rising to 53% in the next two years.

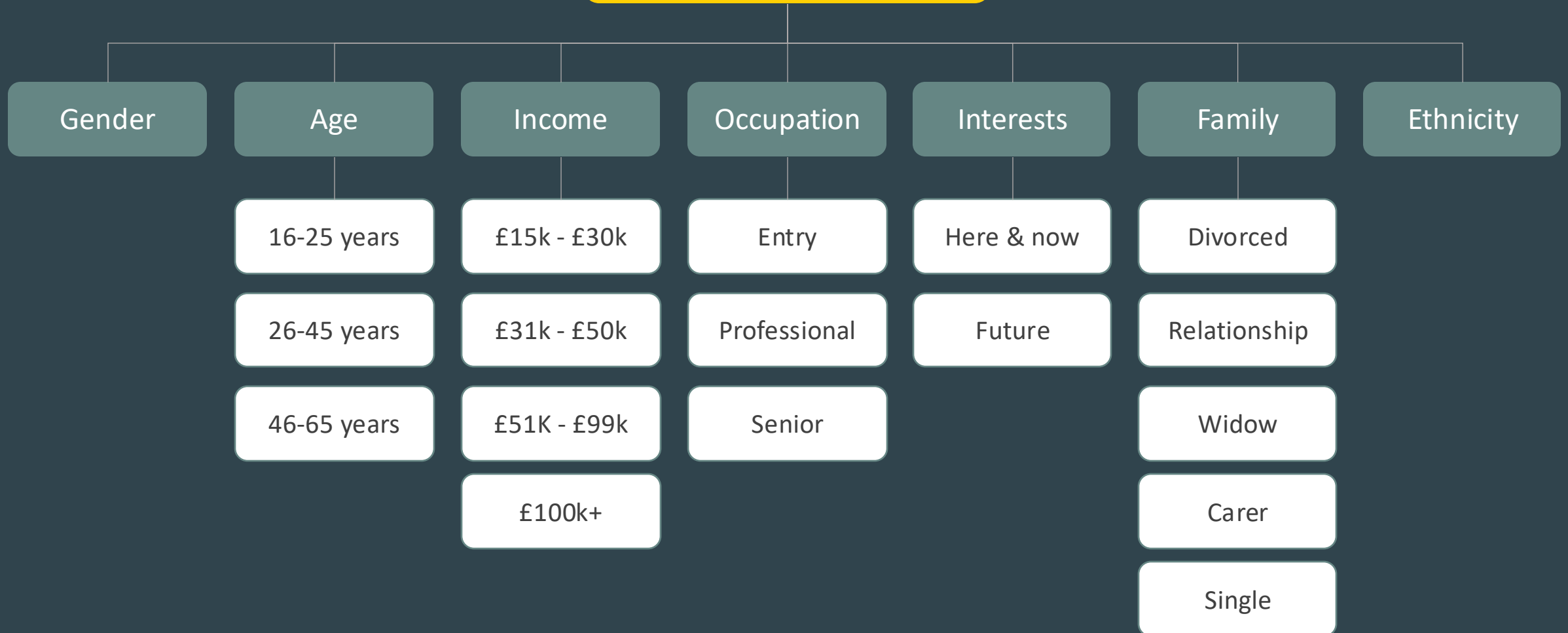
| Some high level observations (or assumptions)

- Baby Boomers value salary level, health insurance, and a good pension plan.
- Gen Xers value salary level, a good range of health benefits, job security, opportunities for career progression, and opportunities for work-life balance.
- Millennials value benefits choices, paid time off, ability to work remotely, control over their own workload and timings, and a lot of flexibility.



| Let's break it down...

SEGMENTATION



| Poll

I understand the makeup of my workforce and what drive their engagement

100%

I am completely across it

60%

I think I have a good handle

40%

I could do better

20%

I have real work to do here

Creating scenarios

Developing (age up to 24)	Regular Communication and Information	Continuous Access 24/7, Digitally	Health & Wellness programmes	Buy & Sell Holidays	Low cost: Health Cash Plan, Dental Plans & Vision Plans
Establishing (age 45 – 54)	Agile Working	Training & Development	Sick Pay Leave	Employee Assistance Programme	Supplementary: Critical Illness, Hospital Cover & Death in Service
Coaching (age 60+)	Savings, Loan and Salary Finance	Pension / Retirement Planning	Virtual GP Appointments	Financial Advice/Will Writing	Comprehensive: Private Medical Insurance and Health Screening

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SSP Model

Segmentation

Divide into
distinct groups
of employees

Shaping

Determine which
employee group to
shape benefits
offering

Positioning

Curate benefits
offering that will
appeal to the
employee group

| How do we find out?

- ***The next competitive advantage in talent: Continuous employee listening***
McKinsey & Company May 2023
- Continuous listening
 - **Pulse surveys:** implementing regular pulse surveys at shorter intervals, (weekly, bi-weekly) is a good source of immediate feedback
 - **Real-time feedback:** suggestion boxes or instant messaging platforms, creates an environment where employees can share insights as issues arise
 - **Ongoing-dialogue:** Encouraging ongoing dialogue through open communication channels, regular check-ins, or town hall meetings ensures that employees feel heard on a continuous basis
- Periodic Surveys
 - **Annual engagement surveys:** Conducting annual engagement surveys provides a comprehensive overview of the overall employee experience and allows organisations to track long-term trends.
 - **Bi-annual or quarterly surveys:** Organisations might choose to conduct more in-depth surveys every six months or quarterly to delve into specific aspects of the workplace environment or address evolving concerns.
- Event-driven listening
 - **Key milestones:** Gathering feedback during key milestones, such as after a major project completion or organizational change, helps in understanding the impact on employees.
 - **Life cycle surveys:** Implementing lifecycle surveys, at different stages of the employee life cycle, from onboarding to exit, provides insights into the evolving needs and experiences of employees.

| How to serve up what they want

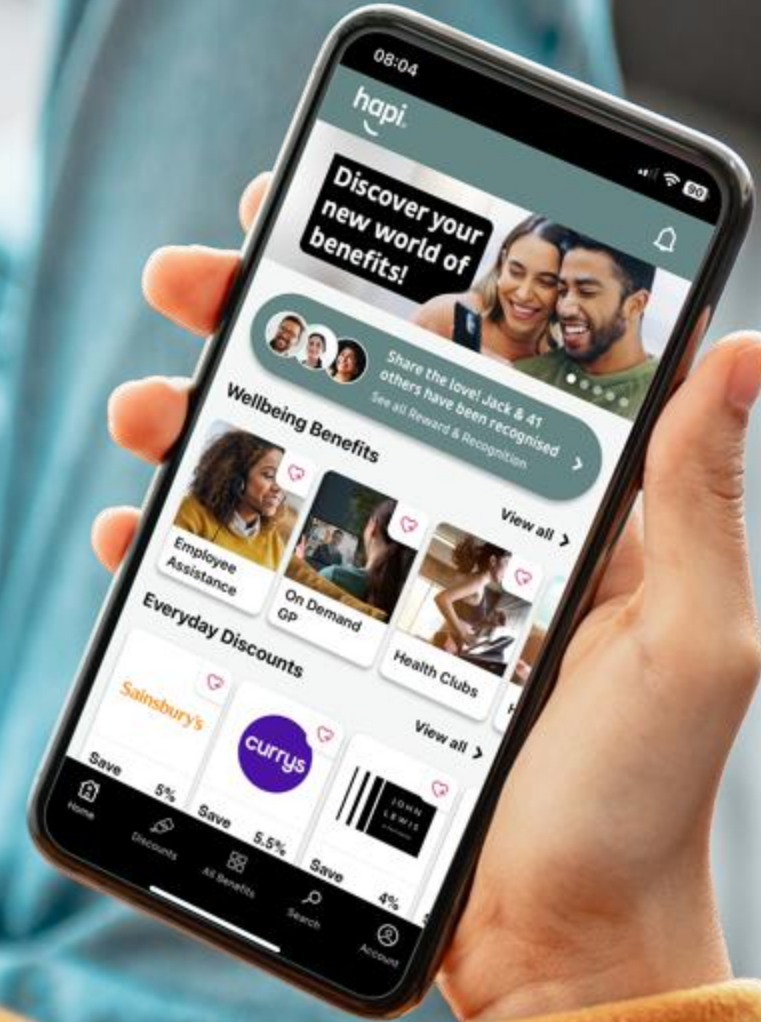
Reward and benefits are developing into an employee led proposition offering empowerment and support in everyday life rather than an 'off the shelf' standard.

Accessibility, configuration, personalization and communication through technology will be key pillars of employee benefits.

Employees will become more like partners selecting from a menu with tailored packages producing the greatest engagement

A single platform to manage and access all the benefits our people want, at every stage of their lives.

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| What's next?

Boosting employee engagement: How to get a better ROI on your benefits

Join **Justine Woolf**, Innecto's Director of Consulting and Brightmine's **Sheila Attwood**, Senior Content Manager, Data and HR Insights as they bring to light impactful and thought-provoking ideas on where we should be focusing our efforts and what activities could make the biggest difference to boosting engagement with your benefits proposition.



**Wednesday 10th July
at 11am**



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Thank you for listening

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