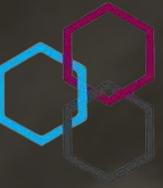


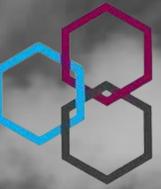


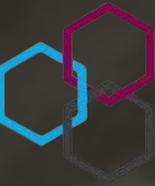
Benefits

The *promise* KEPT
from the employer to the employee



Are we in the time of:
The GREAT *resignation?*
or
GREAT CHOICE





Forbes | Harvard Business Review | The Economist
all say the same thing (*in their own words*)

***High Employee Engagement Results
in Accelerated Revenue Growth***

Chicken & Egg:

Does culture drive engagement or does
engagement drive culture

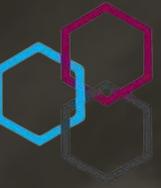
A grayscale illustration of a mountain climber in a red jacket and brown pants, falling backwards off a rocky ledge. The climber has a backpack and is holding a rope. The background shows a snow-capped mountain peak and a cloudy sky. The text is overlaid on this illustration.

Benefits
are an
Engagement
Tool for
Culture
Building

- Trust
- Protection
- Compensation
- Wellness
- Holistic
- Inclusive
- Attraction
- Retention



Customer Journey

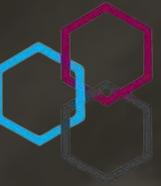


Marketing | Sales:

- Awareness
- Consideration
- Purchase
- Retention
- Advocacy (the narrative)
- Repeat



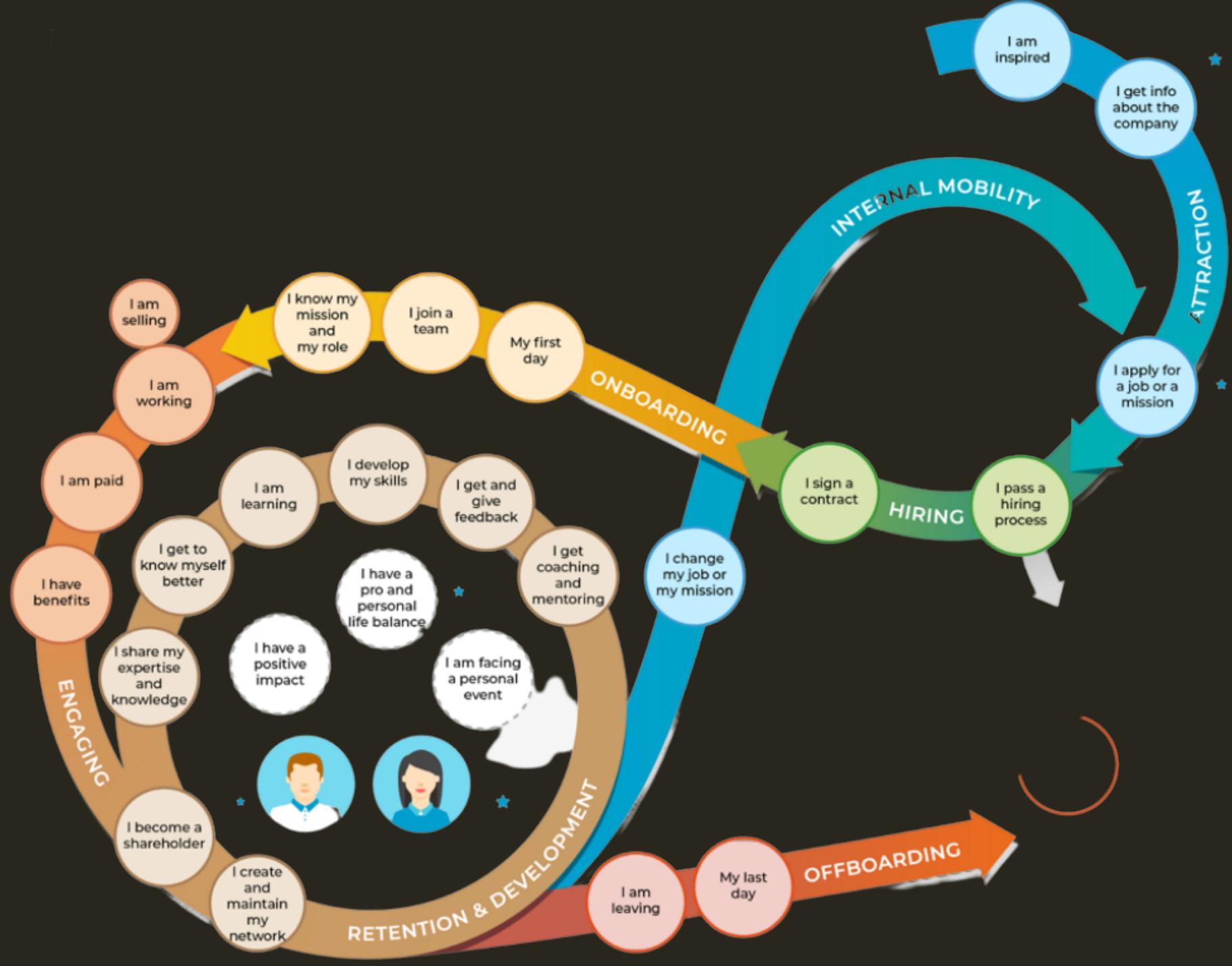
Employee Journey

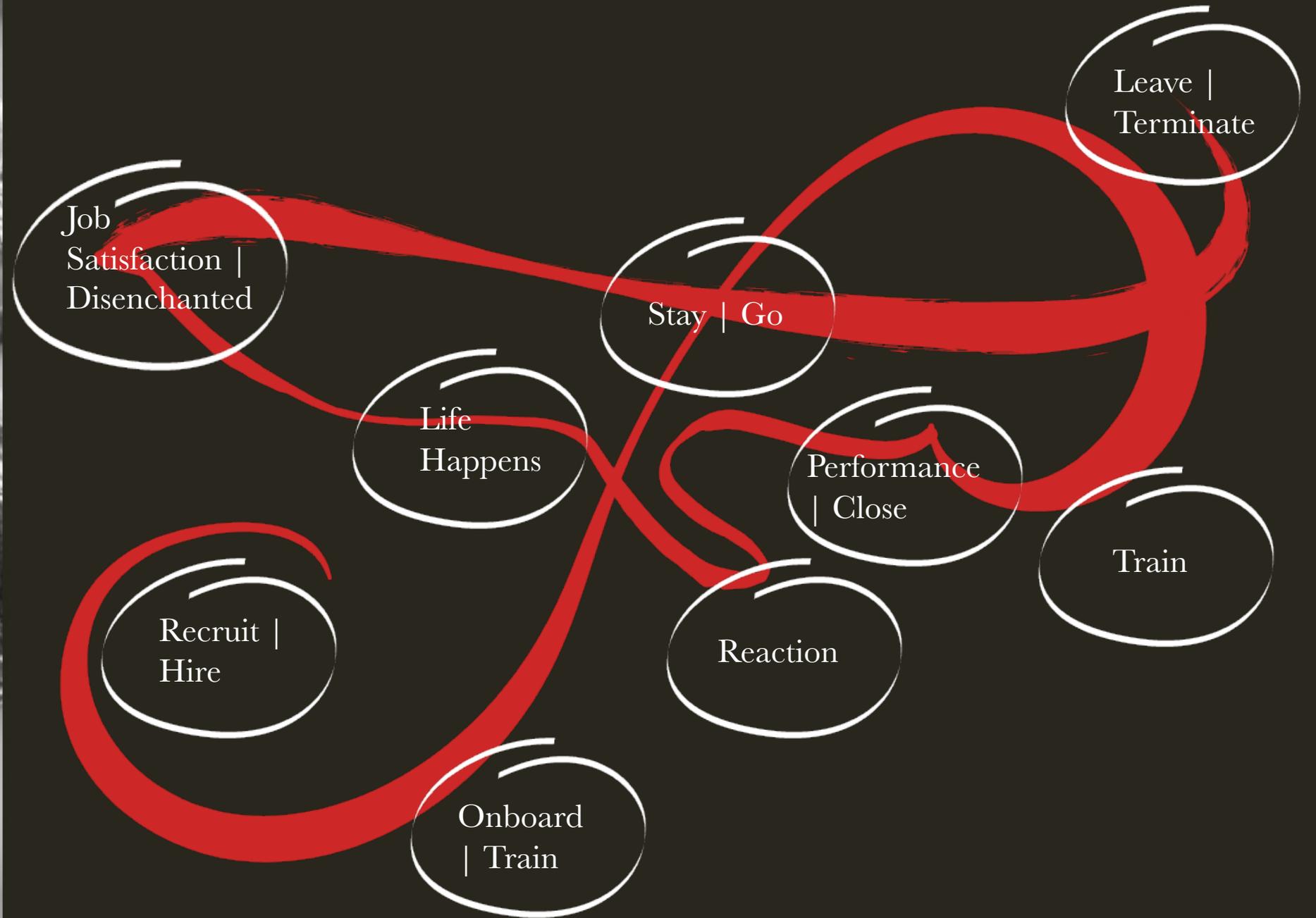


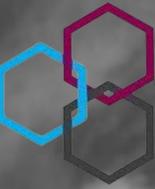
Position Filled:

- Recruit | Hire
- Onboard | Train
- *Engage*—or not
- *Develop*—*or not*
- Measure | React
- Exit









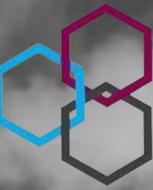
Benefits are our only business

Find the Links:

- No businesses are alike
- Map both unique journeys
- Question for Action
- Align the Employee to Customer
- Build benefits that matter
- Find Results



Three things you
REALLY want to know?



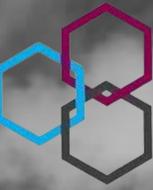
What do you think the
answers would be?

ASK

Ask Often

Ask with a plan and a
strategy

What are you prepared to
do about it?
Action?



Benefit Consulting

Achieving:

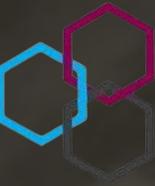
Discretionary Effort

The difference between what you *have to do*, and what you *want to do* in the workplace.





Align Expectations



- **EAP—Anxiety**

- Financial
- Instability
- Family

- **Rx—Diagnosis**

- No coverage
- High co-insurance
- Drug definition restrictions

- **Disability**

- No plan
- Liability implications
- Corporate policies

- **Leadership**

- Right people in position
- Communication technics
- Coaching strategies

- **Training**

- Upgrading technology skills
- New technics for sales growth
- Common messaging

- **Fun**

- Book end the day | week
- Strategies for inclusion—inspiring idea generation
- Building relationships



WHY Add Consulting?

23-years as a Benefit Specialist

- Actively involved in HOW to understand & create employee engagement

Author | Blogger | Zoomcaster | People Person | Hugger

Certified:

- Disney Institute for Learning
 - Leadership
 - Quality Service
 - Employee Engagement
 - Leadership Excellence
 - Coaching for Peak Performance

Queen's University certificate:

- Workplace Mental Health Leadership

Meeting Facilitation:

- In-person | Virtual



**Consulting
+
Benefits
=
Results**



We want to work for you... Questions

Benefits ...the *promise* KEPT
from the employer to the employee