

Eindhoven BrainPort

Inclusive Benefits

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Wilfried Essing Bart Brenninkmeijer

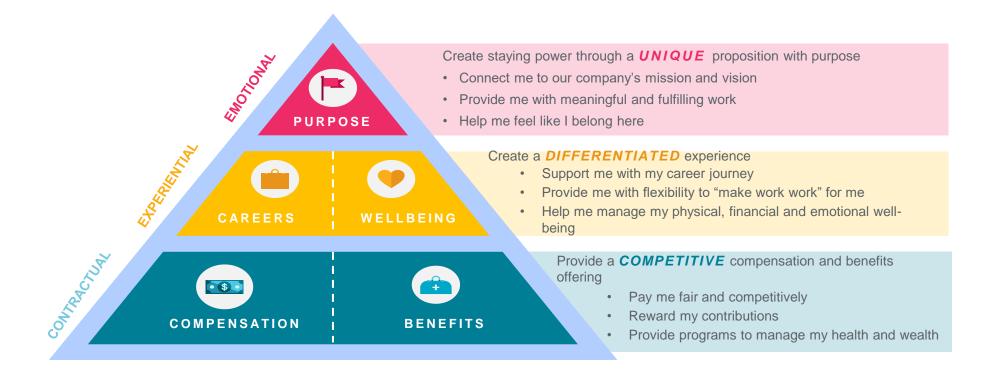


What people want from work fundamentally has not changed; how they want to engage with work has

Past Focus: Past Focus: **Current Focus: Future Focus: Motivate Energize** Recover Retain **Loyalty contract** Thrive contract **Engagement contract Lifestyle contract** (work and workplace centered) (whole person consideration) (LifeX – life experience) (transactional) **Basic Needs: Psychological Needs: Fulfilment Needs: Well-Being Needs:** Pay, Benefits, Security Achievement, Camaraderie, Meaning Purpose, Equity, Impact Choice, Connection, Contribution Human-led, **Human-centered.** Workers are assets Employees are assets to be **Technology enabled Partnership built** People and machines work together to be retained acquired and optimized People across the talent ecosystem for maximum value creation partner to build sustainable systems Pay and benefits Broader set of rewards (pay, benefits, Healthy experiences in Total rewards that include flexibility for time and output career, experiences) in exchange for exchange for a commitment to in return for broader choices and the organizational engagement organizational renewal promise of continued relevance

Taking the broader view

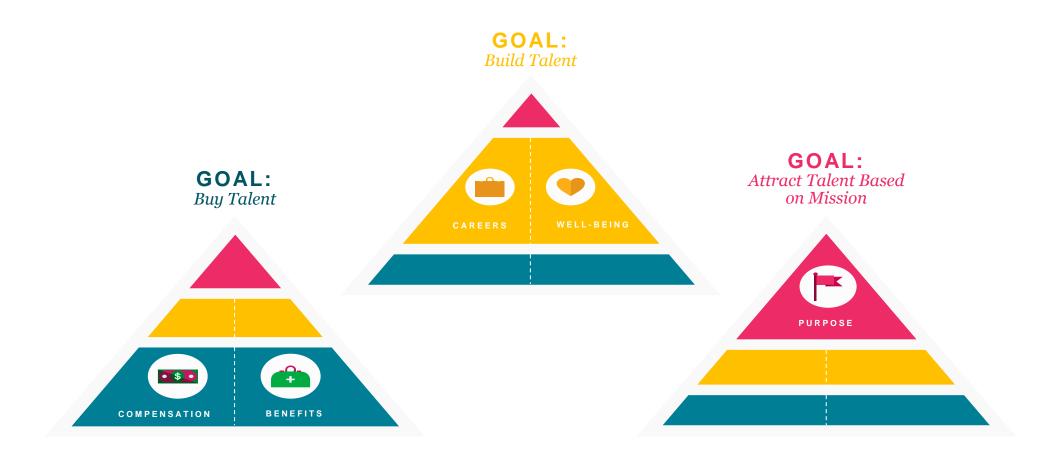
The Employee Value Proposition



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The Employee Value Proposition

framework adapts to your people strategy (per line of business, function or person)



multi-perspective: varying degrees



Our approach know what employees value most

What does it do?

conjoint analysis
enables
quantification of
the perceived
value employees
associate with
each EVP factor,
relative to other
factors.

How does it work?



A comprehensive list of an organization's benefits and other factors of the EVP is compiled;



Each benefit is presented to employees in combination with 3 other benefits;



The respondent identifies the most valued and the least valued benefit in each combination of benefits;

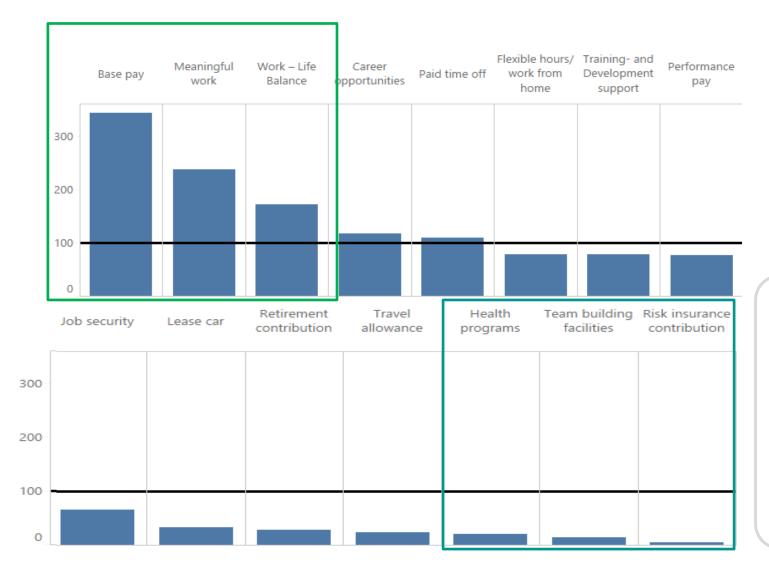


All benefits are repeatedly presented, in different combinations;



We calculate how each benefit is valued by an employee in relation to all other benefits and create a ranking using aggregated results.

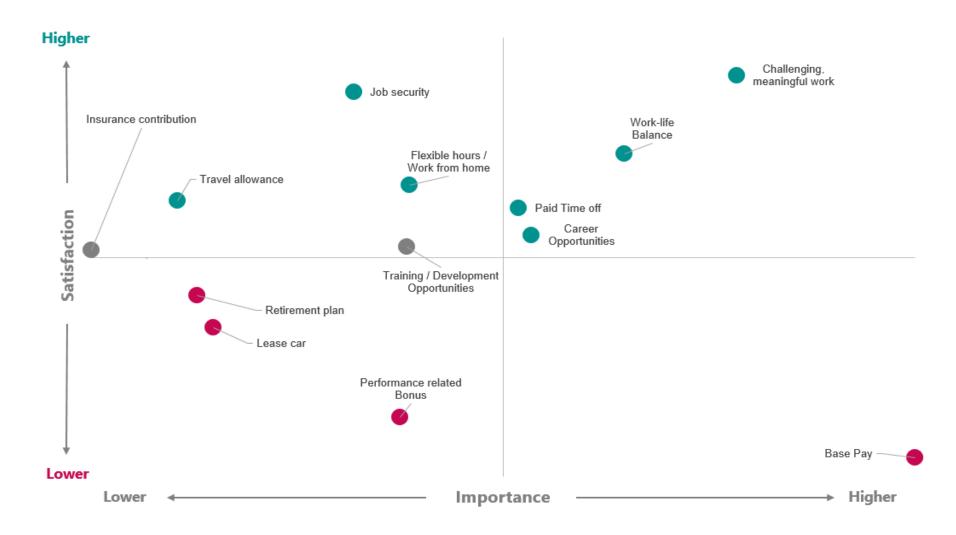
Case study Understanding employee preferences



Of the 15 surveyed elements 'Base pay' is the most important to employees, followed by 'Meaningful work' and 'Work – Life Balance'.

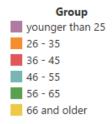
Health programs, Team building facilities and risk insurance are considered least important

Case study Understanding only preferences doesn't go far enough



Case study One size doesn't fit all





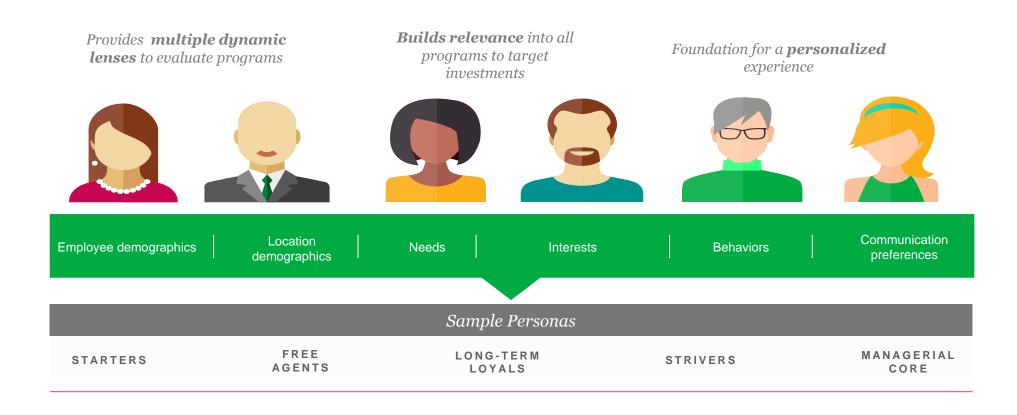
As age progresses....

- The preference for Meaningful work increases;
- Career opportunities and Base pay become less important;
- The importance of Paid time off and Performance pay stay stable;

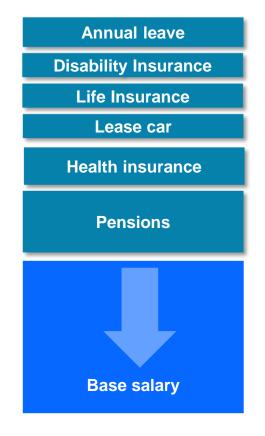
Retirement contribution becomes suddenly important for those over age 55

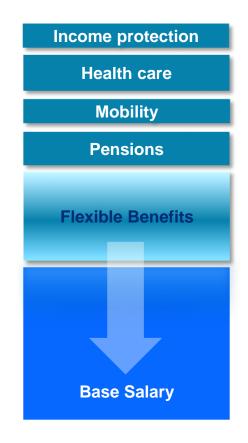
...CAN WORK FOR YOUR EMPLOYEES EXPERIENCE

TARGETED: BASED ON UNIQUE NEEDS AND DESIRES



Evolution of benefits Tayloring to the individual needs (IVP)







Employee experience is the way forward – not just in good times

Employee experience is the intersection of an employee's expectations, the environment, and events that shape their journey

environment

The touchpoints, shaped by interactions within the organization

culture, people & leaders, work, programs & processes, workplace / tech

life events, career events, organization events

events

A sequence of moments in an employee's journey, both scripted and unscripted

> employee experience



Companies that exceed their performance goals are 3x more likely to

have employee experience as a core part of their people strategy

Mercer 2020 Global Talent Trends

employee

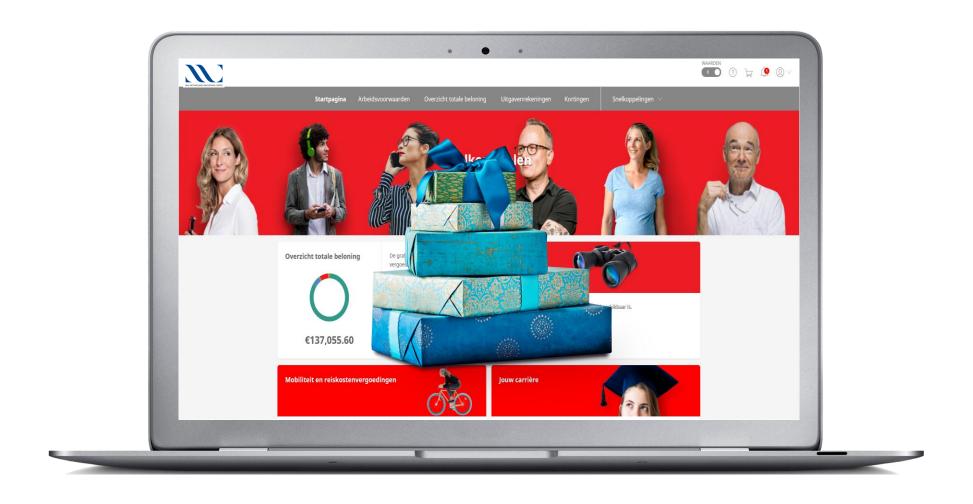
My expectations, shaped by who I am and what I value



Making your evp count



Employee value proposition made tangible





MercerMarsh Benefits

Thank you