

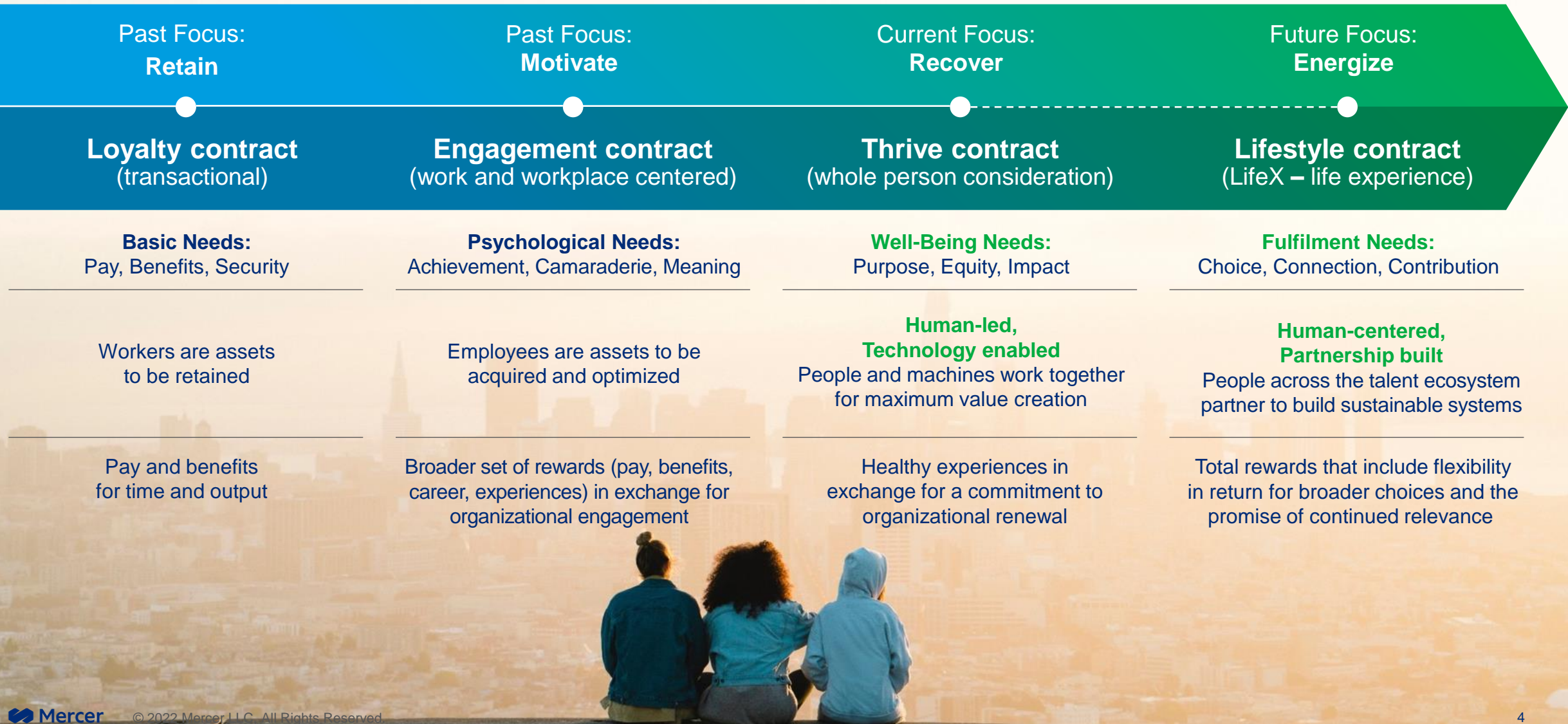
Eindhoven BrainPort

Inclusive Benefits

28 juni 2023

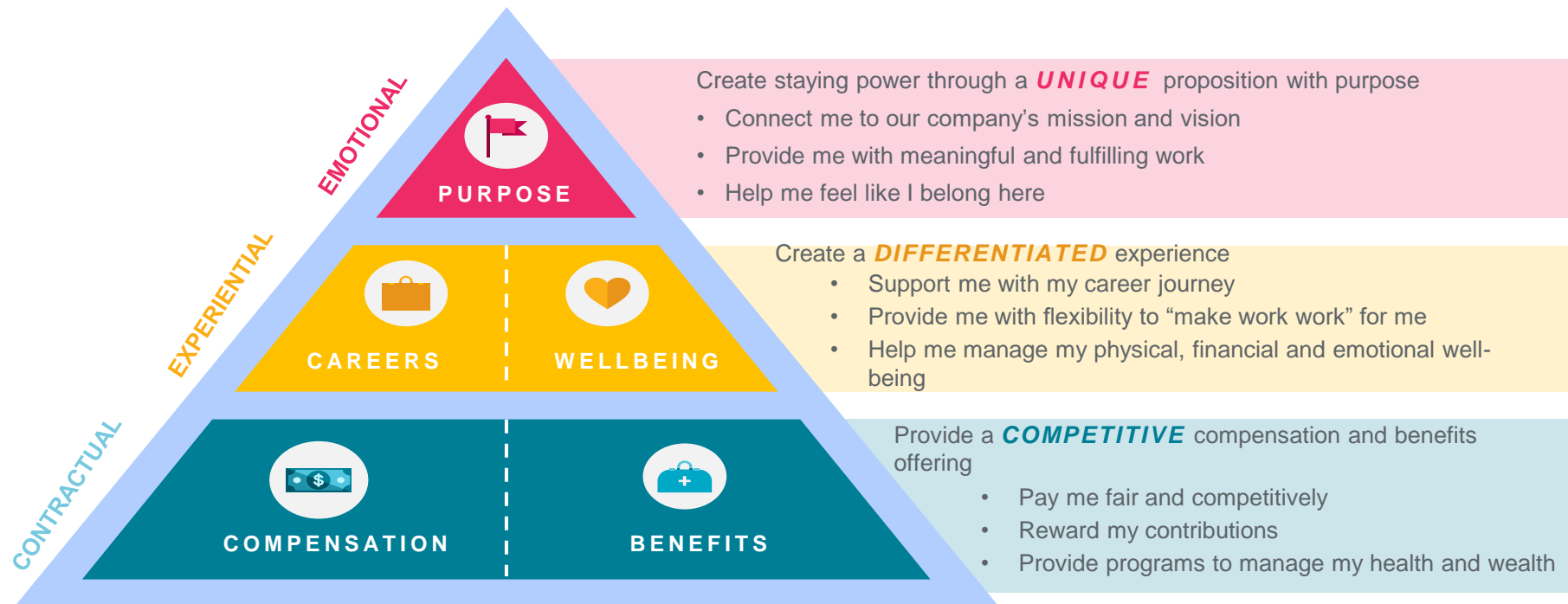
Wilfried Essing
Bart Brenninkmeijer

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



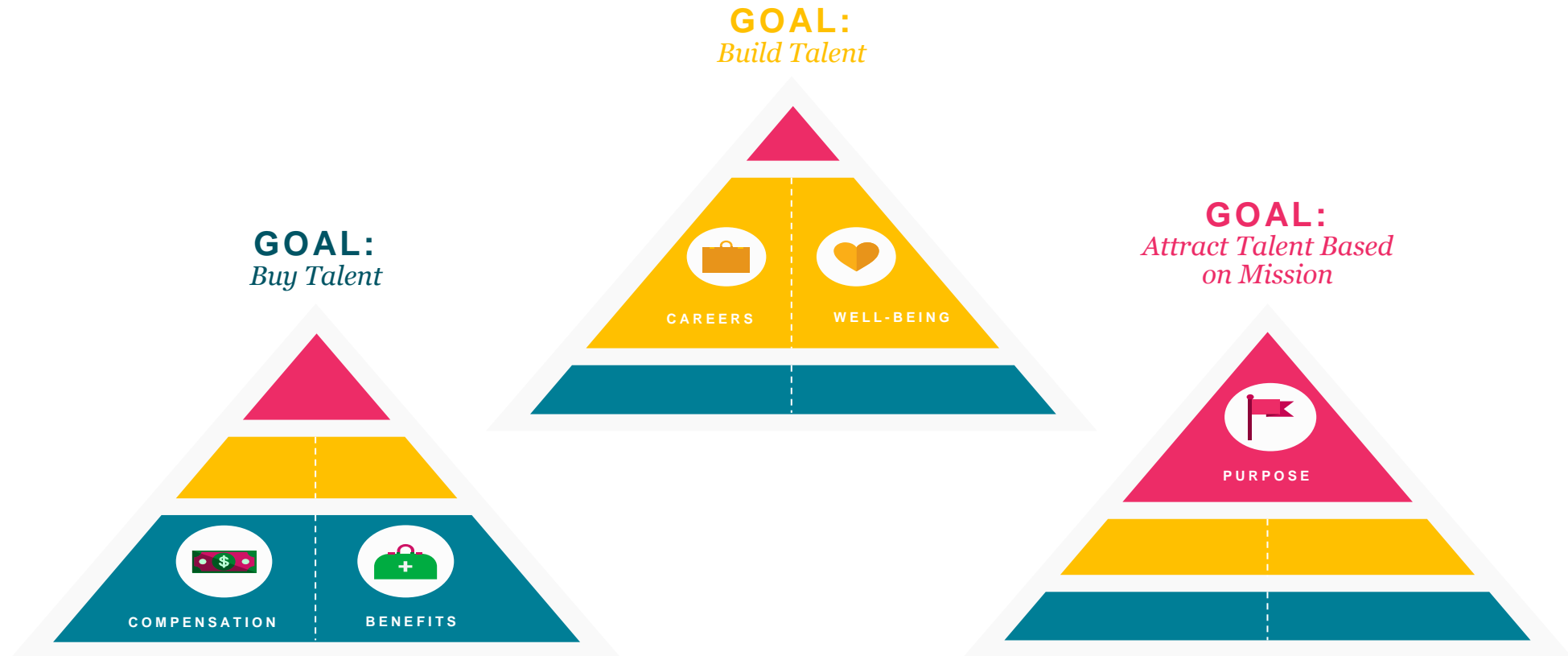
Taking the broader view

The Employee Value Proposition

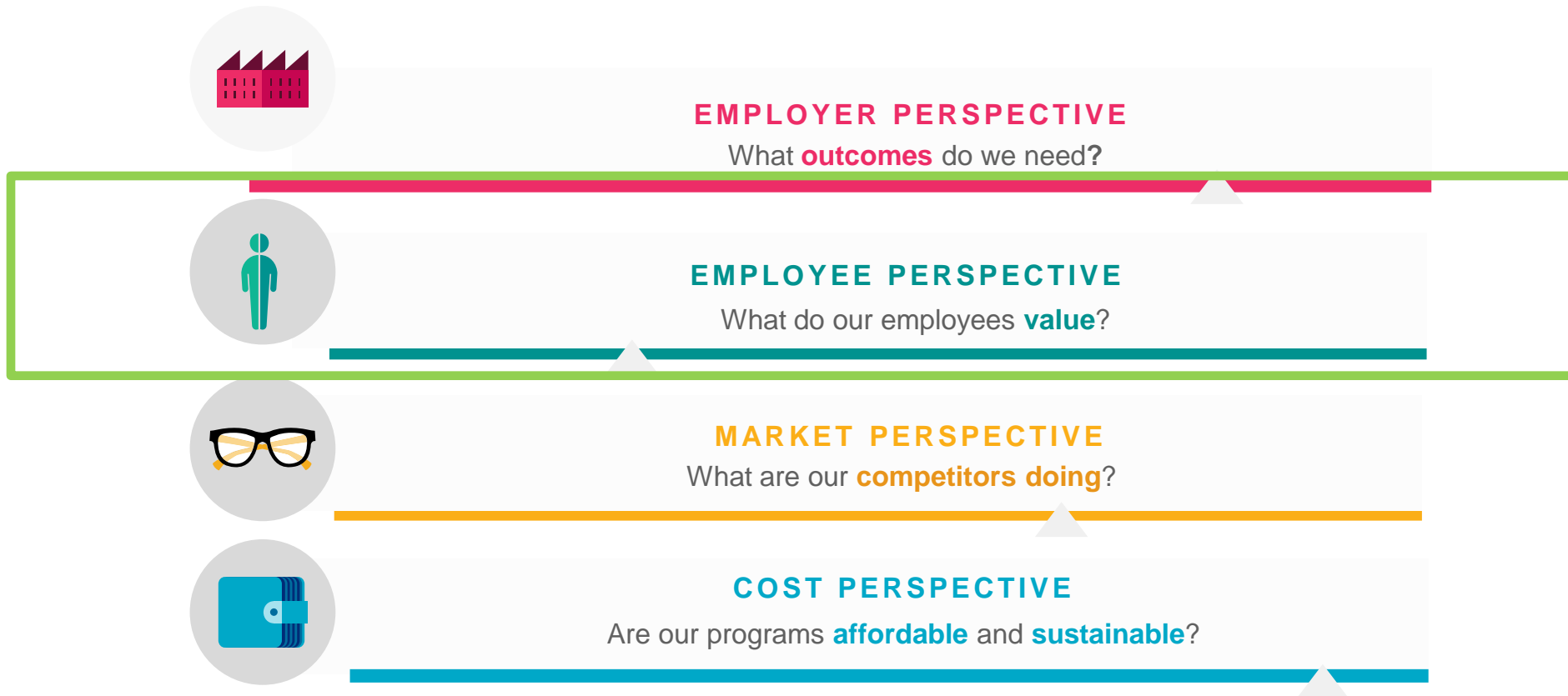


The Employee Value Proposition

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;



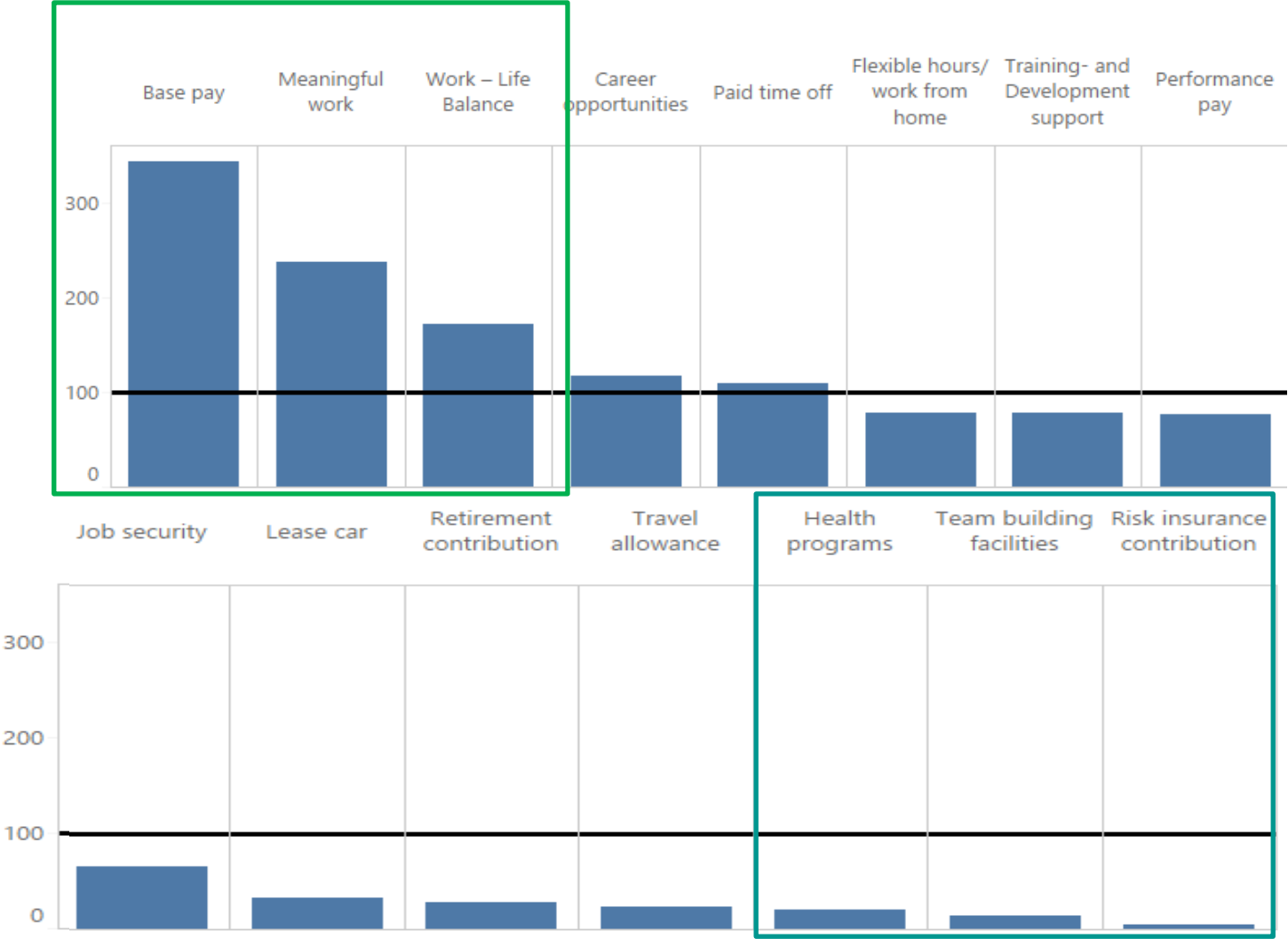
All benefits are repeatedly presented, in different combinations;



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

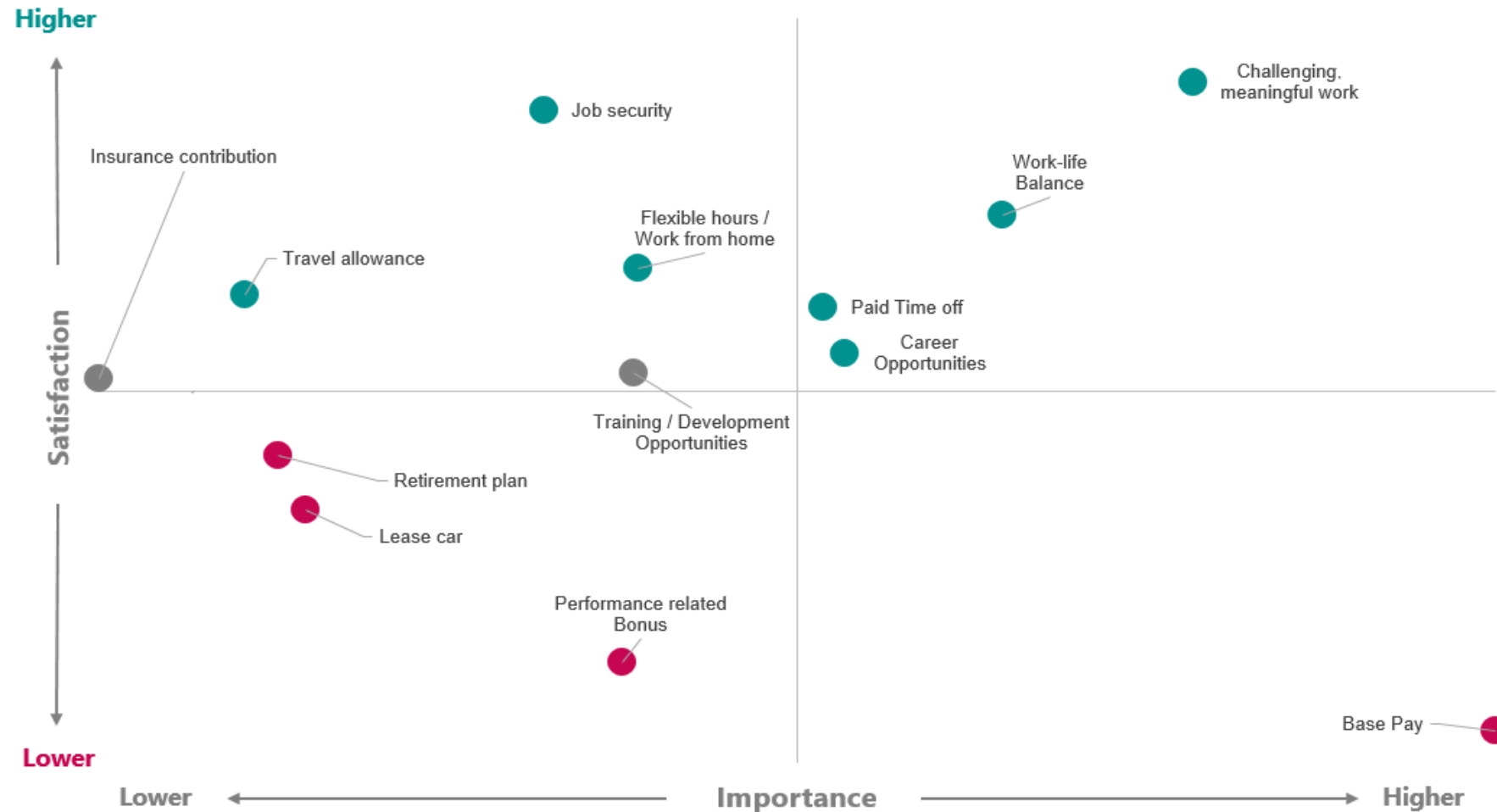


Of the 15 surveyed elements 'Base pay' is the most important to employees, followed by 'Meaningful work' and 'Work - Life Balance'.

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

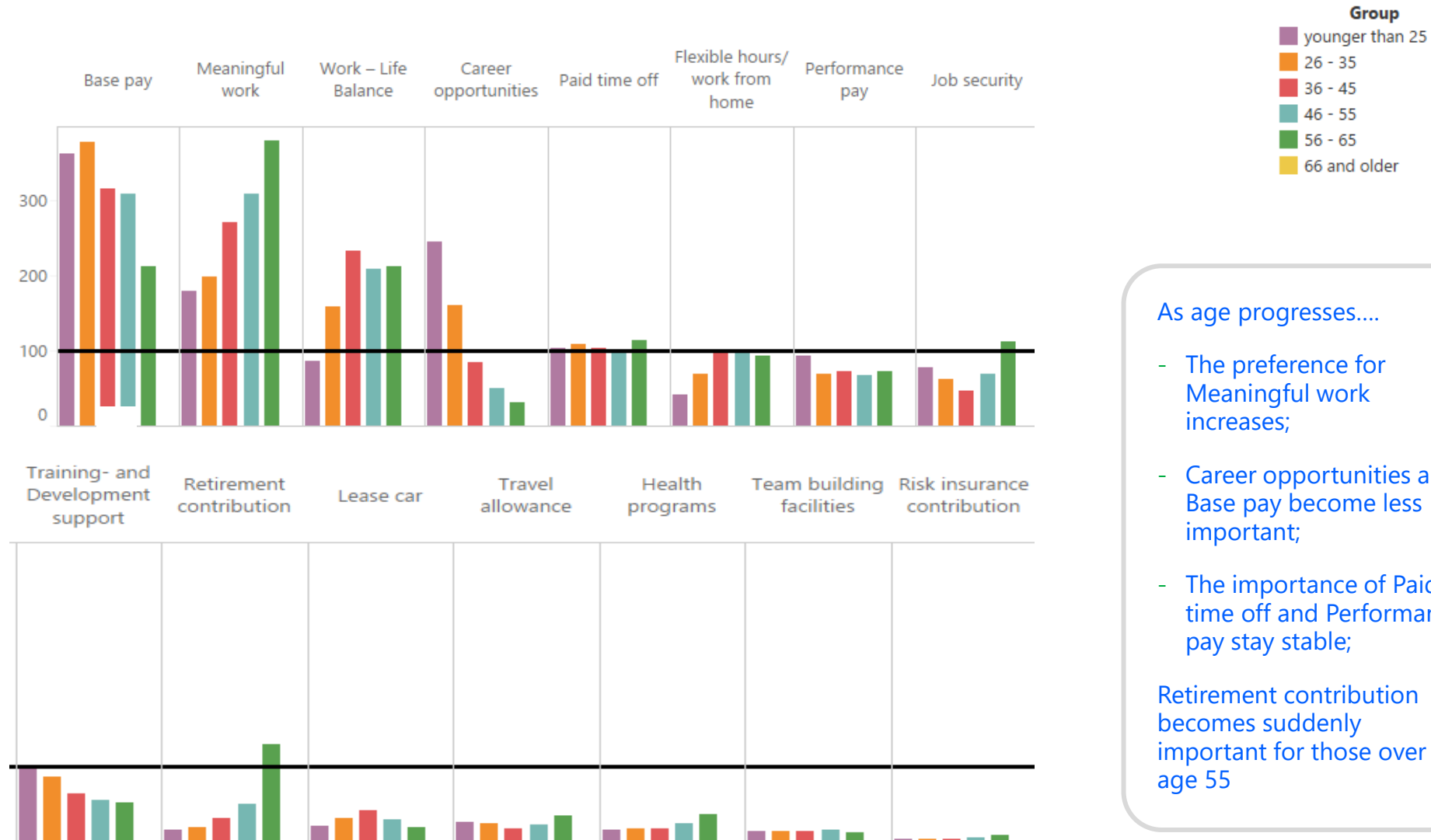
Case study

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

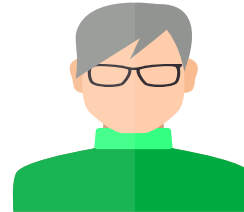
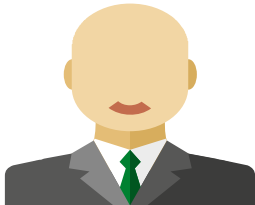
...CAN WORK FOR YOUR EMPLOYEES EXPERIENCE

TARGETED: BASED ON UNIQUE NEEDS AND DESIRES

*Provides **multiple dynamic lenses** to evaluate programs*

***Builds relevance** into all programs to target investments*

*Foundation for a **personalized** experience*



Employee demographics

Location
demographics

Needs

Interests

Behaviors

Communication
preferences

Sample Personas

STARTERS

FREE
AGENTS

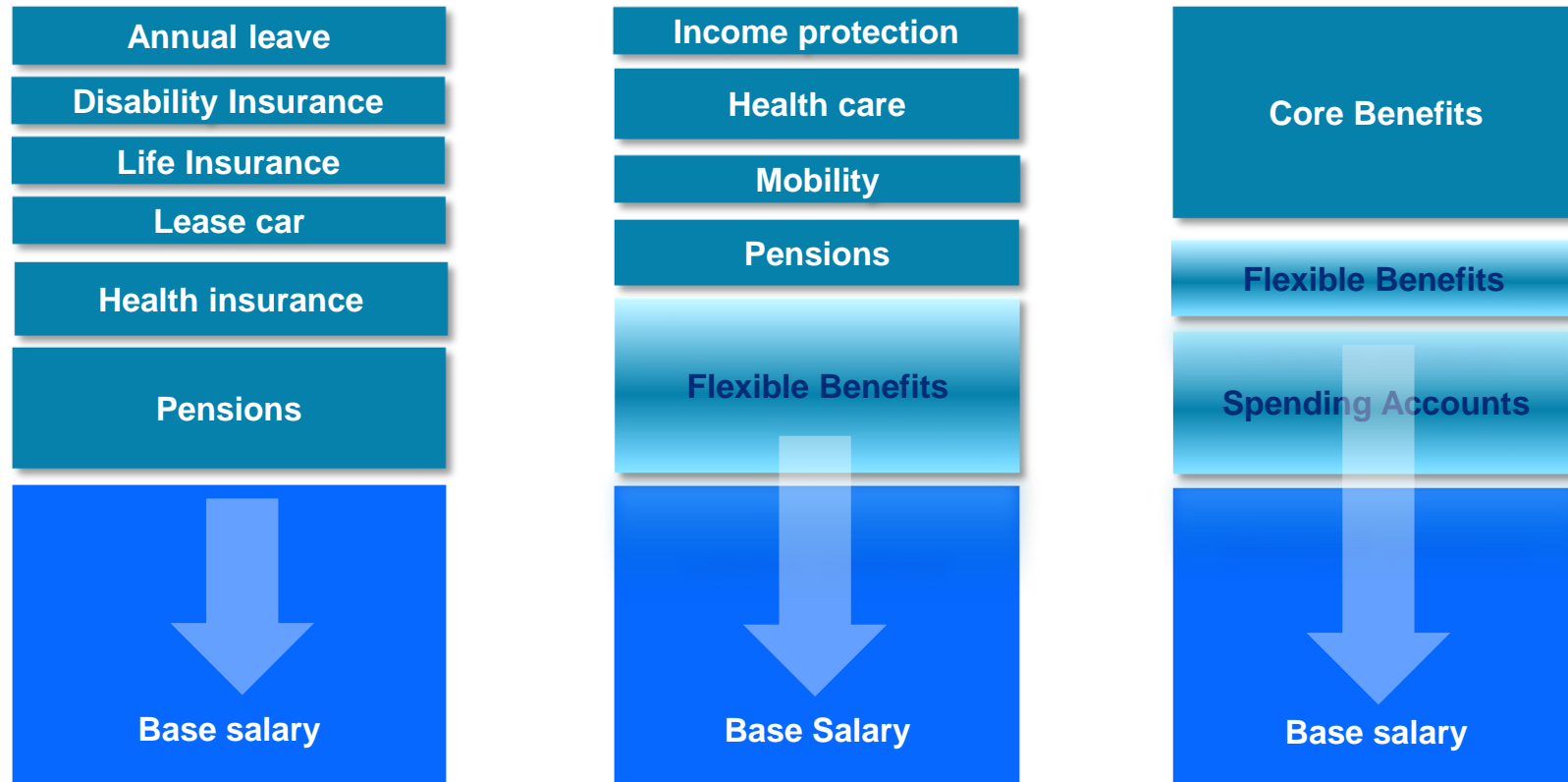
LONG-TERM
LOYALS

STRIVERS

MANAGERIAL
CORE

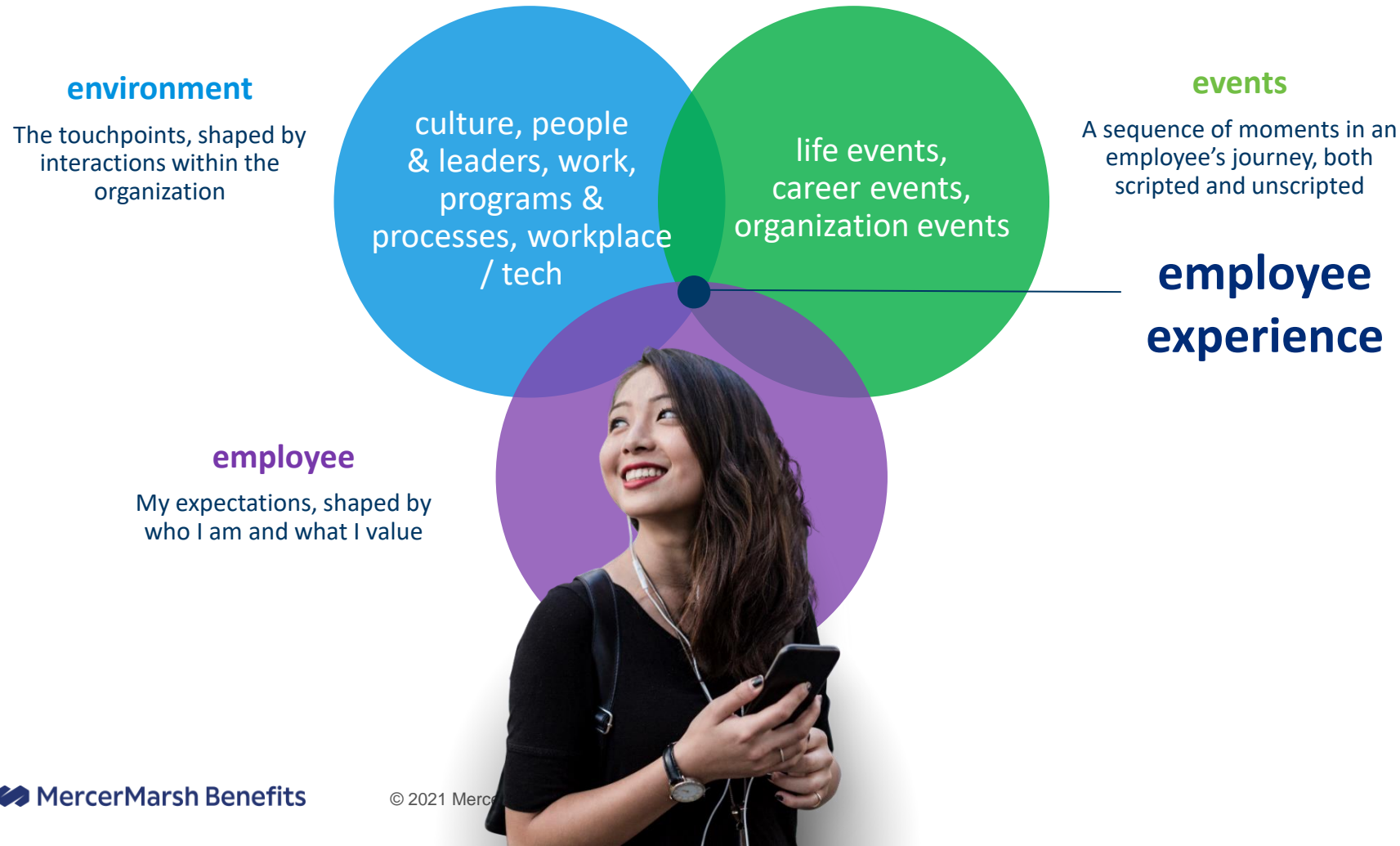
Evolution of benefits

Tayloring to the individual needs (IVP)



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

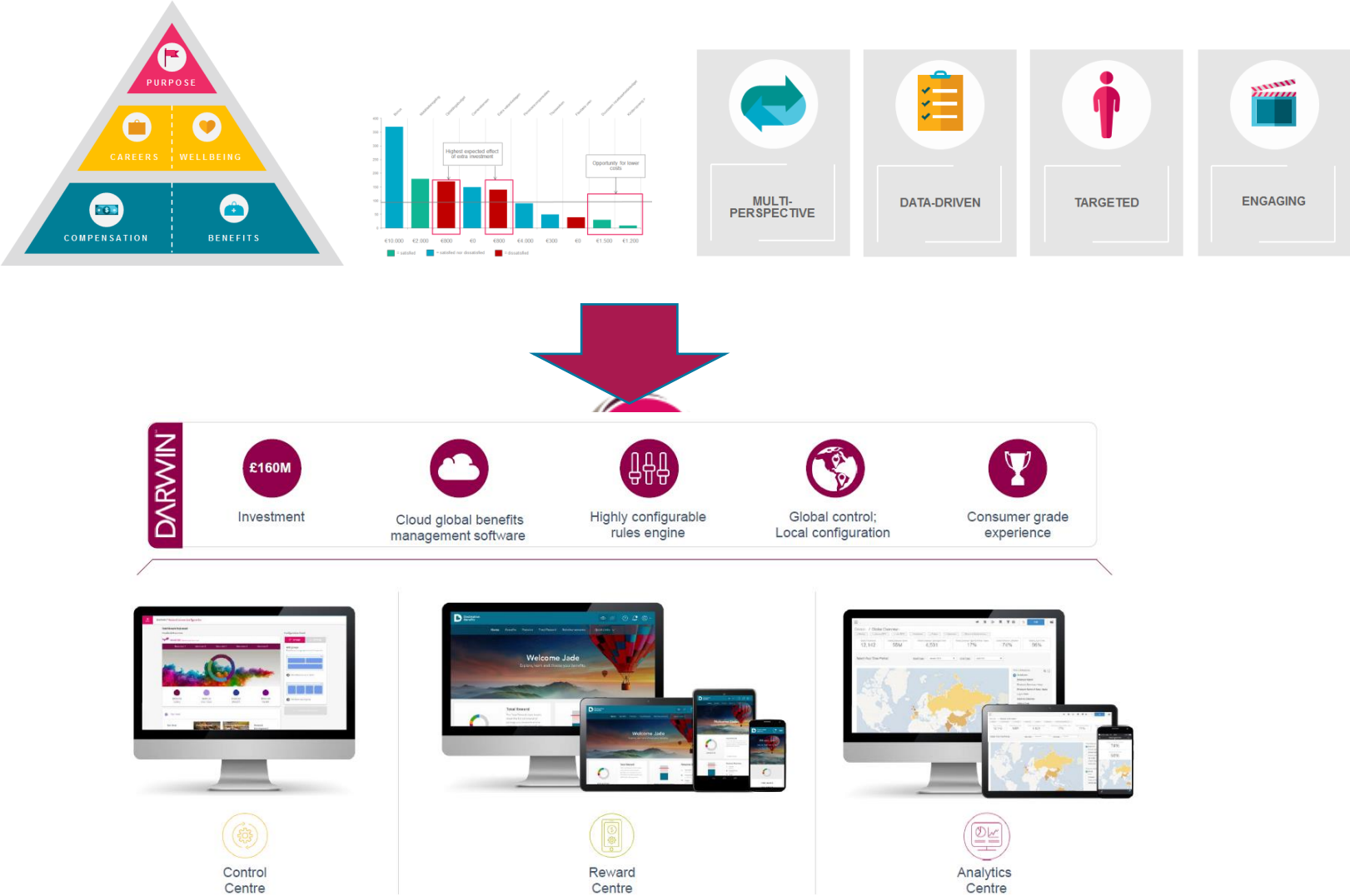
Employee experience is the intersection of an employee's **expectations**, the **environment**, and **events** that shape their journey



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

Making your evp count



Employee value proposition made tangible



Thank you