

# How to Personalize Your Employee Benefits Offerings



Different employees have different needs and values. Therefore, the same benefits offerings can't satisfy everyone. If your organization is trying to appeal to current and prospective workers, consider tailoring your benefits options.

Below are potential options for expanding existing benefits plan or adding more voluntary perks.

## Tips for Personalizing Benefits

**Survey employees.** One of the best ways to discover employees' benefits desires is by asking them.

**Conduct focus groups.** Similar to a survey, consider meeting with employees in groups to solicit benefits feedback.

**Maintain ongoing benefits conversations.** As employees age and grow in their careers, continue to ask them about their evolving benefits needs.

**Opt for variety.** Consider offering different types of health plans or management programs that address specific health conditions.

## Personalized Benefits Examples

Below is a list of potential benefits and perks that could appeal to a variety of workers:



**Robust retirement plans —**  
According to a Willis Towers Watson survey, 67% of employees would trade a pay cut for richer retirement benefits.



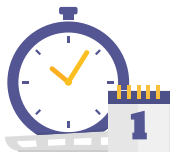
**Affordable health plans —**  
Consider offering tiers of health plans, with high deductible plans that appeal to healthier workers and more comprehensive plans for those with greater health needs.



**Family-building benefits —**  
Simultaneously growing a career and a family can be challenging for working parents, but family-building benefits can help ease this burden.



**Caregiving benefits —**  
More employees are now caring for children, adults with disabilities and older adults due to the COVID-19 pandemic's effects, meaning these benefits could be extremely impactful.



**Flexible scheduling perks —**  
While not a traditional benefit, schedule flexibility is a highly sought-after perk that can help balance employees' work and home lives.



**Mental health benefits —**  
Mental health is a hot topic right now, and employees are looking for ways to better themselves and avoid burnout.



**Financial wellness benefits —**  
Personal finance troubles can affect every aspect of an employee's life, so having benefits to help navigate such issues can be a significant lifeline.



**Life insurance —**  
Providing employees with life insurance options can give them and their families peace of mind should the worst happen.



**Chronic condition management solutions —**  
Chronic conditions affect millions of workers, so offering programs such as opt-in diabetes management plans can help save participants' health care dollars.

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