



Strategic Open Enrollment: Building Benefits That Engage, Empower, and Deliver Results

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Design the Right Benefits Package With Employee Insights

Session 1 of 3



Welcome & Session Overview

Agenda

1. Modern Workforce Needs
2. Core & Voluntary Benefits
3. Budget & Compliance
4. Gathering Employee Input
5. Takeaways & Next Steps

Understanding the Modern Workforce



Evolving Trends

Flexibility, mental health, family support



Workforce Diversity

Multigenerational expectations



Why It Matters

Attraction & retention

Trends in Employee Benefits



Flexibility



Holistic well-being



Personalized benefits



Purpose and culture

Baby Boomers



Post-WWII baby boom,
born roughly 1955-1964.

**Retirement,
Healthcare**

Gen X



Born early and mid 1960s
to early 1980s.

**Financial Security,
Caregiving Support**

Gen Y



Often called Millennials.
Born 1981 to mid 1990s.

**Work-Life Balance,
Family Leave**

Gen Z



Born between 1997 and
2012.

**Mental Health,
DEI, Purpose**

What to Look for in a Benefits Package



Health



Dental



Vision



Lifestyle Programs

Core Benefits

What to Look for in a Benefits Package



Critical Illness



Mental Health Services



Accident



Pet Insurance

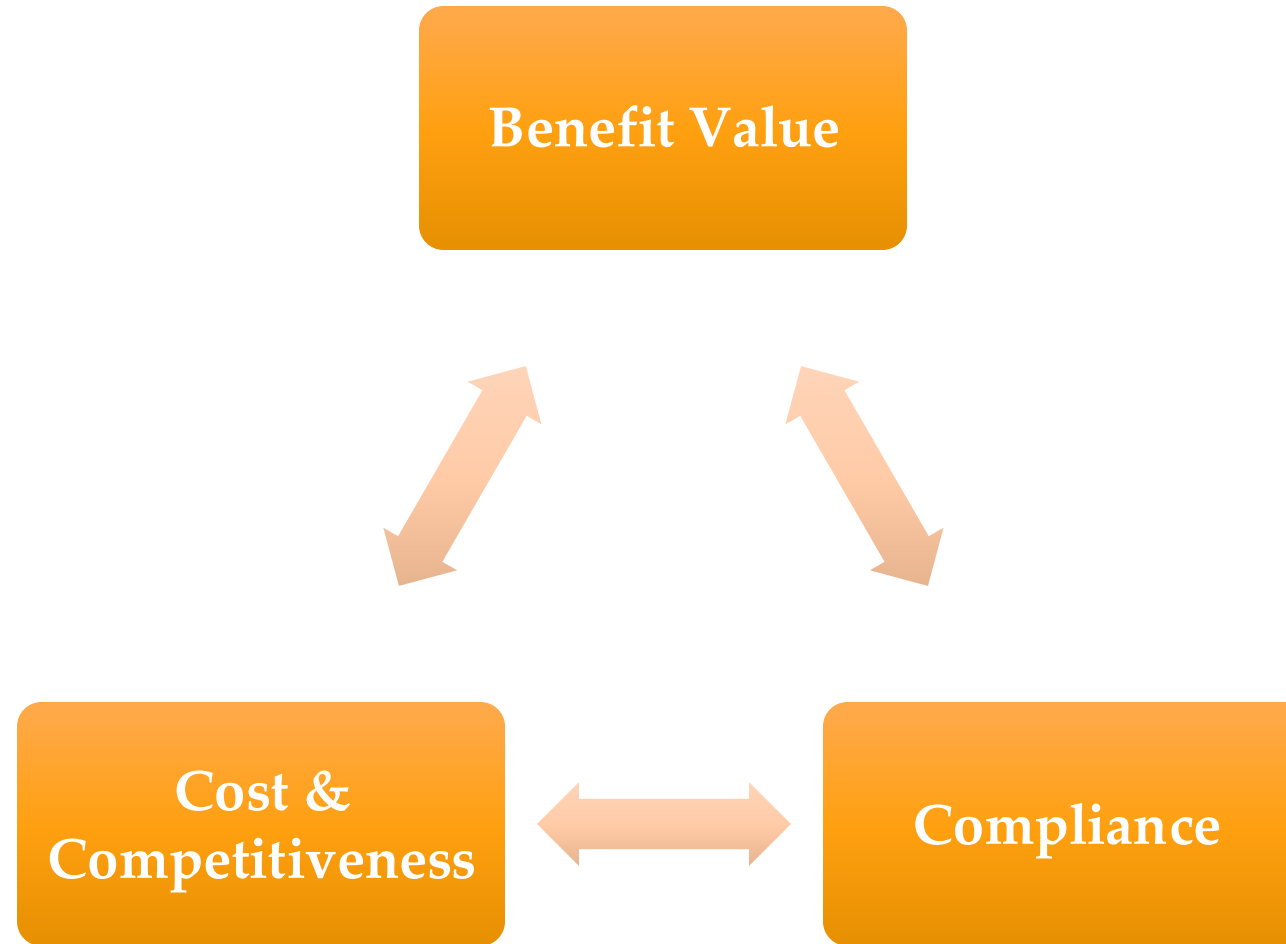


Long-Term Care

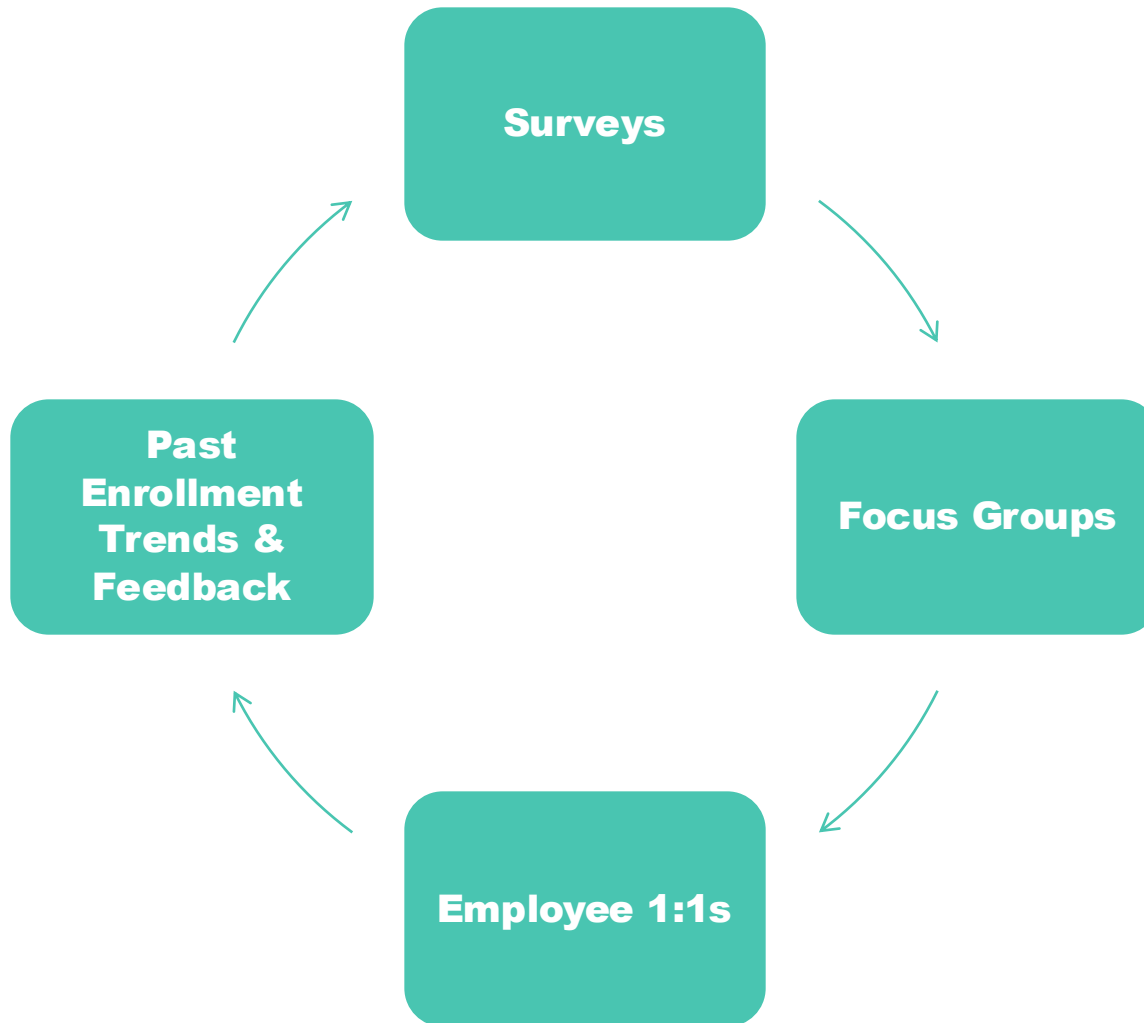


Financial Wellness Tools

Voluntary



Gathering Employee Insights

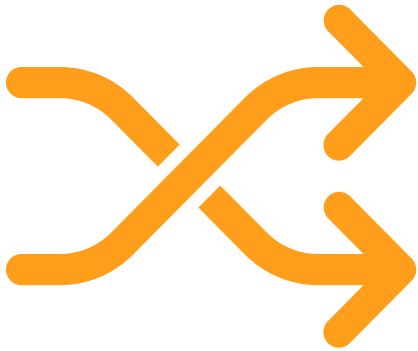


- ✓ Encourage feedback.
- ✓ Start with asking the right questions.
- ✓ Act on what you learn!

How to Gather Feedback



Key Takeaways



**Align benefits with
workforce needs**



**Balance value,
compliance, and
budget**



**Use employee input
to guide choices**

Sneak Peek at What's Next

Drive Benefits Awareness and Participation with Better Communication

- Why Communication is Critical During Open Enrollment
- Effective Communication Strategies
- Showing Employees How to Choose Their Benefits
- Checklist & Preparation