

WHAT DOES THE MODERN  
WORKFORCE WANT FROM  
**EMPLOYEE BENEFITS**

WHITEPAPER



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MOTIVATE



Businesses have used employee benefits for years to attract and retain their best talent, but the perks that were once relevant may not be relevant today. In 2019, employees are demanding a well-rounded benefits package that offers a balance between entertainment experiences and personal well-being.

The foundation of every organisation's benefits package should be their employee's security. Health and financial benefits allow employees to feel comfortable in their position so they can focus on work. Recently, businesses have catapulted off this core idea to offer additional perks like on-site fitness centers as well as free coffee and snacks.

With the sheer amount of employee perks being implemented by organisations, it can be difficult to decipher which are simply trendy and which are essential for keeping team members engaged and content.

Now is the time to reevaluate your organisation's offerings to make sure your employee benefits are appealing to the modern workforce. After reviewing some of the most recent statistics available, we have compiled the top aspects employees want from their benefits in 2019.

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## ENCOURAGEMENT TO ACHIEVE WORK-LIFE BALANCE

The term “work-life balance” is often used to describe the desire employees have for achieving a happy equilibrium between the amount of time they spend working and the roles they take on in their personal lives. Many organisations identify a healthy work-life balance as part of their company culture, but few have the policies or programs to back up this claim.

Employees will catch on quickly if you say you promote a work-life balance but don’t take any action to encourage it. Take the initiative to implement an employee benefits program that motivates team members to explore their passions outside of work.

Programs offered by **Power2Motivate** provide employees with discounts on some of their favorite merchandise or entertainment. Not only will these savings help their salaries stretch further, but they also have the opportunity to involve their friends and family in these experiences. This will help employees to know you are legitimate in your desire for them to enjoy their lives outside of work.

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## A COMMITMENT TO PERSONAL WELL-BEING

A recent survey of 4,800 Australian employees by leading employment marketplace Seek found that “Health/Wellness Programs” ranked in the top 10 of the most appealing employee perks. This highly desired benefit has taken many different forms, with some major companies offering free yoga classes and on-site meditation rooms.

Employees want their employers to be compassionate to their individual needs and personal wellbeing, but sometimes these highly specific benefits are underutilised and unattainable. Not everyone enjoys an on-site gym or yoga session, so these benefits are not appealing to the majority. Additionally, not every organisation has the space or finances to dedicate a room to personal wellness in-house.

Perks like these also require a level of mutual trust between employees and employers. How often will employees be using these spaces during work hours? Will in-house wellness offerings interfere with their productivity?

Luckily, there’s a simple solution to show employees you care for their well-being without directly impacting workflow. **Power2Motivate**’s unique employee benefits program provides participants with major discounts on health and wellness programs and activities.

**There’s truly something for everyone, with savings on fitness memberships, healthy meal plans and spa visits, every employee will feel like their personal care needs are being met outside of the workplace.**



## INDIVIDUALISED REWARDS PROGRAMS

Employee benefits are not one-size-fits-all, though that's how many organisations approach the matter. Even though they are members of the same team, employees don't all want the same thing, nor do they all use the same benefits.

Offering an individualised rewards program where employees can choose their own bonus for their achievement is a great incentive for team members to work more efficiently.

Whether it be for entertainment or health, employees will feel like more than just a number when they are able to choose a reward that they are personally interested in. And as younger generations are valuing experiences over material items, travel reward programs are becoming an increasingly popular inclusion to a benefits package.

Not only are these programs tailored to the individual, but they can also be offered as tiers so even junior staff can enjoy these perks. No one has to be excluded from your rewards program with different tiers available, and more luxurious bonuses can be an incentive for newer employees to extend their tenure and involvement.

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## EASE OF ACCESSIBILITY

An underutilised employee benefits program is not only disappointing, it's a massive drain on resources. The modern workforce values how technology has made most processes in their lives more convenient and streamlined, so their benefits program should follow suit.

Gone are the days of choosing rewards out of a catalog, yet employers still struggle with getting, and keeping, employees engaged with their benefits program.

**Power2Motivate offers their extensive benefits program online, so employees can take control of their rewards from anywhere at anytime. They can effectively search through thousands of exclusive offers and featured benefits including movie tickets, giftcards and cash back.**

This gamification and continuously rolling offers keep employees engaged with the program for the benefit of your business. Make sure to showcase these perks to create excitement among new hires and attract top talent. The modern workforce takes employee benefits seriously, and so does **Power2Motivate** with their easily accessible program.

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## OFFER THE BEST EMPLOYEE BENEFITS WITH POWER2MOTIVATE

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**Power2Motivate** is dedicated to helping your organisation retain, engage and motivate the best talent through our unique and adaptable employee benefits program. Our huge rewards gallery gives your employees access to tangible benefits for their exceptional performance.

With our meaningful employee rewards and constant support, your organisation will be able to reap the benefits of an engaged workforce. Our expert team is here for you every step of the way, from initial strategy and design to operation and management of your platform, to ensure that you are providing what the modern workforce wants.

To find out more about our employee benefits program, speak to the team at **Power2Motivate** today. With a combination of smart technology, passionate people and excellent partners, we offer our clients a straightforward yet powerful solution at an affordable price.