

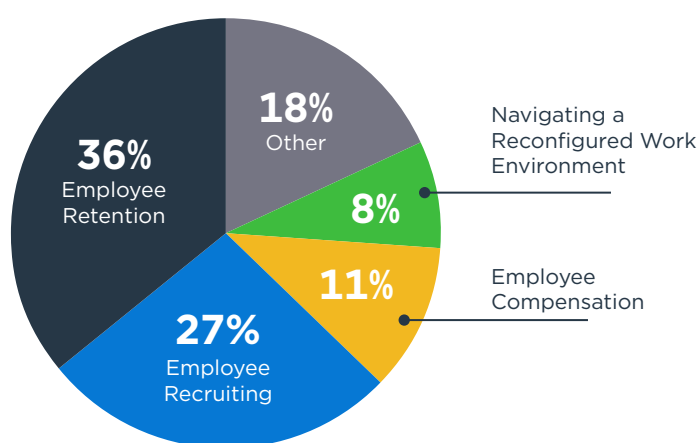
HOW BENEFIT STRATEGY IS DRIVING RECRUITING AND RETENTION SUCCESS

In the face of multiple upheavals in the labour market, recruiters and HR managers are still trying to get a handle on finding and keeping top talent. Here's what organizations can do to strengthen their efforts through benefits.

Uncertain social and economic conditions have turned the labour market on its head. The resulting turmoil has changed how employers are handling their personnel efforts, according to a HUB survey that asked employers across Canada about their challenges in hiring talent and keeping employees on board.

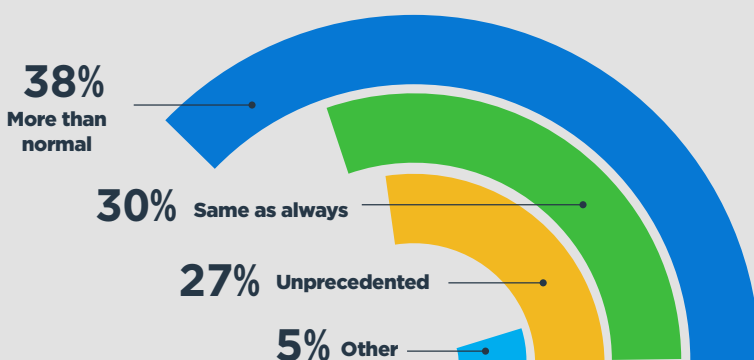
HR PRIORITIES ARE CLEAR

What is your top HR challenge?



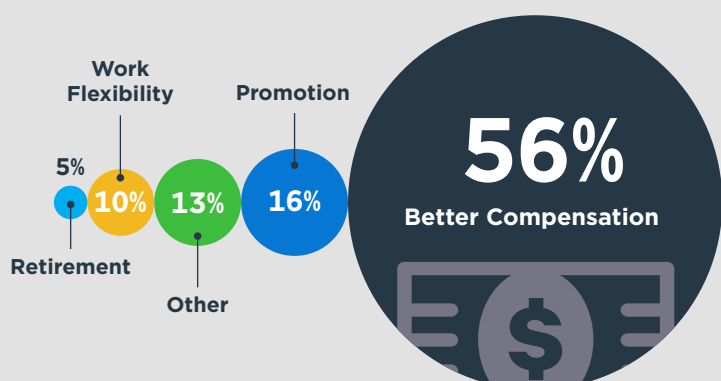
IT'S TOUGH OUT THERE (TO FIND EMPLOYEES)

What's the level of competition for talent?

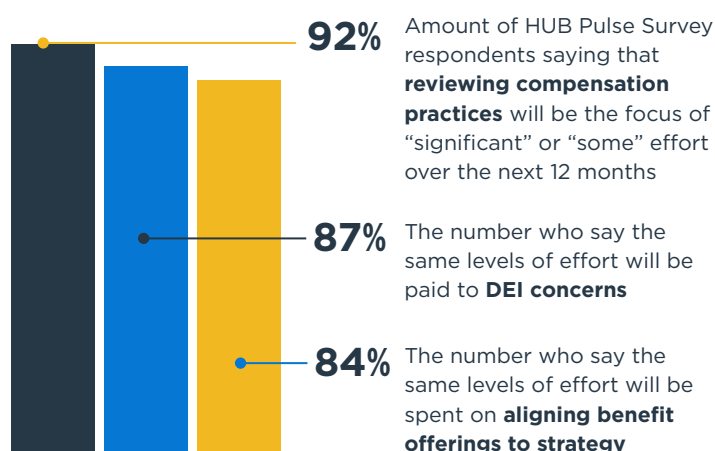


COMPENSATION IS KING

The top reason people are leaving organizations:

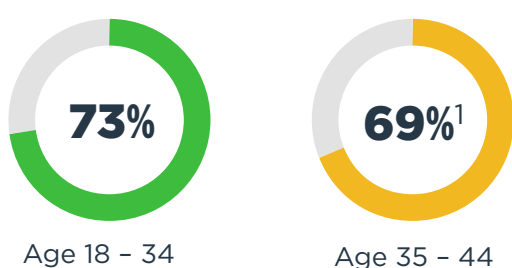


PRIORITIES REFLECTING REALITY



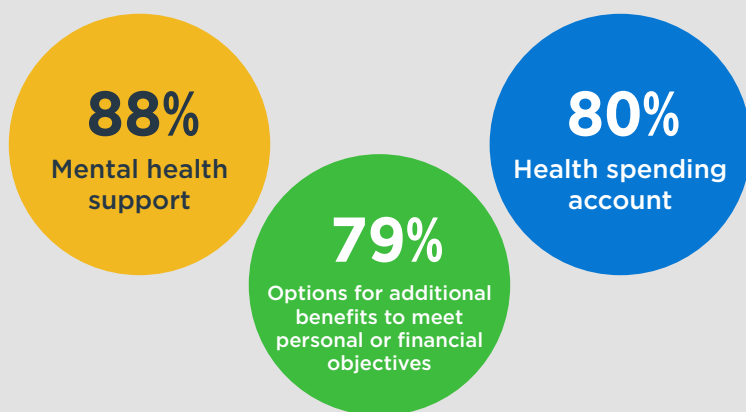
BENEFITS PLAY A ROLE FOR YOUNGER EMPLOYEES

Percentage of Canadian employees who would leave a job for better benefits:



NOT ANY BENEFIT WILL DO ¹

The top three benefits employees want:



WHAT CAN YOU DO?

1

Tie benefits to recruitment and retention. Tying benefits strategy to recruiting and retention will result in a benefits offering that will make employers more attractive to current and potential employees. Engage employees in the process and leverage data and analytics to help reach evidence-based decisions on benefits.

2

Redefine your employer value proposition. Expanding the employer value proposition beyond compensation can improve recruiting and retention. Benefits like wellness programs, flexible work and a commitment to employee development add value to the employee experience and will increase an organization's appeal.

3

Have benefits reflect the message. Benefits should be aligned with an organization's value prop and culture. For instance, instead of just promoting itself as emphasizing employee development, an employer needs to strengthen its training and educational benefits — and communicate those benefits to employees and prospective employees.

¹ RBC, "Three-quarters of young Canadians more likely to leave their current job for one with better benefits," July 5, 2022.