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HR BRIEF

Trending Employee Benefits That Strengthen Attraction and Retention Efforts

In the wake of the Great Reshuffle—the mass movement of workers to jobs that prioritize their needs—and macro trends like the tight labor market, attraction and retention are top-of-mind concerns for employers. As a result, many employers are expanding and enhancing their benefits offerings to remain or become more desirable to employees.

Here are some benefits that may be advantageous to attraction and retention efforts:

Telemedicine

Easy access to health care is very important to employees. Throughout the COVID-19 pandemic, many people turned to telemedicine, and it's not going away anytime soon. Especially as health concerns surrounding COVID-19 linger, it's essential that employers ensure employees can access health care services in ways that are convenient for them. Otherwise, workers may seek out employers who offer such benefits.

Student Loan Assistance

Student debt is a growing issue among newer members of the workforce, such as Generation Z, and these employees are looking for help mitigating it. Some employers are introducing repayment assistance; many companies that already offer this benefit are increasing contributions and expanding eligibility.

Career Development Opportunities

If employees feel they are unable to advance their professional development within their current roles, they may be likely to seek out new ones. Thus, many employers are now offering more learning and development initiatives and upskilling opportunities.

Employer Takeaway

There are various benefits employers can offer to attract and retain workers. These benefits highlight just a few trending perks—others that have become more popular during the pandemic include flexible work options, such as remote and hybrid work, and competitive compensation.

Reach out today for more resources on employee benefits.

3 Tips for Supporting the Mental Health of Remote and Hybrid Employees

With many employees continuing to work remotely or adapt to a hybrid schedule, workers face a new set of stressful challenges. Managers can play a crucial role in helping employees manage their stress levels by gauging the pulse of their team and offering the right support and resources.

This article highlights three tips for managing hybrid and remote employees to help support their mental health and reduce work-related stress.

1. Watch for Signs of Burnout

If an employee is behaving differently, it could be a sign of burnout. For example, someone who is typically talkative and bubbly is now quiet and has a short fuse, or a consistent high-performer begins to miss deadlines. If an employee demonstrates unusual signs, managers should consider how to help them reallocate or prioritize tasks to make their workload more digestible.

2. Offer Support to Employees

By prioritizing one-on-one conversations and asking individual employees open-ended questions, managers can find out more about specific employee worries and how to best support their team members.

3. Educate Employees About Available Resources

Some employees may be interested in getting help but may not know where to start. Managers can play a key role in educating about available mental health resources (e.g., employee assistance programs and telemedicine mental health support).

Employer Takeaway

Mental health is a significant factor in both the well-being and performance of employees, and managers can play a key role in supporting workers.

Contact Towne Benefits today for further workplace mental health resources.

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