

Winning the War for Talent with Wellbeing



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We're in the midst of a "war for talent."

Job seekers have the upper hand and even those who aren't actively seeking a new role are finding themselves being aggressively recruited as turnover rates increase at companies, requiring talent management teams to come up with innovative ways to not only attract, but also keep the best and the brightest people through culture, compensation, and care.

In a nutshell, the modern workforce is motivated by a strong desire for better benefits, work-life balance, and a sense of inclusion and purpose at work. Workers are demanding more from their employer, and it's up to human resource leaders to align on their talent acquisition and retention strategy.



Prioritizing Employee Wellbeing to Retain and Attract Talent

Employees won't simply be won over by the job opportunity that offers the highest salary—they're also looking for benefits that meet their personal and professional needs.

The right benefits package empowers all employees to be the best versions of themselves. That's a win for employers—a healthy, happy workforce is more engaged, productive, and less likely to take sick days. Although it has become a common practice to offer employee wellness benefits, many organizations lack a clear and comprehensive employee wellbeing strategy, often making significant investments that go underutilized and stagnant.

A successful employee wellbeing strategy is multi-faceted, spanning across all aspects of health and wellness. While quality healthcare coverage is essential, today's workforce is also turning to employers for support in mental health, childcare, and financial wellbeing. At the same time, it's crucial to simplify the benefits experience for your employees by bringing everything together in one place. Creating a comprehensive digital wellbeing ecosystem makes it easier for all employees, regardless of where they work, to access and utilize benefits while also easing the administrative burden for your HR teams.

Employer Branding Makes You Rise Above the Competition

Gone are the days of marketing solely to your prospects and customers. Organizations are now tasked with building employer brands to recruit talent. Growth opportunities aren't enough anymore. Visibility among peers, corporate cultures that foster social and professional connections, and multiple paths to pursue are all valued by today's employees. Employees also crave an inclusive working environment that truly appreciates their people and aligns with their purpose and values.

At the beginning of the century, many employers focused on creating an attractive workplace environment to attract new talent. Perks like free coffee or office snacks, company lunches and happy hours, and gift cards at the holidays were all coveted as part of the compensation package. But times have changed, and many workers are seeking a job that makes it easier to take care of themselves or their family, including flexible work arrangements, access to a variety of fitness benefits vs. a single gym membership, and more value-driven perks like time off to volunteer and sabbaticals for tenured employees.

Employees want to work for an organization that genuinely cares for the health and wellbeing of their workers, reinforces a culture of acceptance and belonging, and has a solid corporate social responsibility (CSR) strategy. People work for a paycheck, but often stay for a purpose. Companies that have a clear mission around giving back to their community, whether local or globally, and empower their employees to do the same, create a bond beyond the boardroom.





Why the Employee Experience Matters

When asked about the importance of creating a great employee experience, almost all [human resource and talent acquisition leaders \(96%\)](#) agree that it's becoming more essential for both employee retention and overall organizational success. Recruiting top talent and reducing employee turnover in the new world of hybrid working requires organizations to get creative about the employee experience, and in some cases, reimagine their corporate culture to attract the best talent to meet their long-term business needs.

Losing experienced workers and constantly trying to fill open positions can negatively impact your bottom line in various ways. Beyond sending a message of toxic workplace culture to prospective employees, "revolving door" practices prevent workers from establishing a sense of trust and camaraderie with their teams, which inhibits innovation and collaboration. Even if a position is quickly filled after an experienced worker leaves the organization, it takes time for new hires to attain the same level of knowledge and understanding.

Retain and attract top talent by putting the health and wellbeing of employees first. Connect with a wellbeing expert and start building your organization's Homebase for Health® today.

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Building a Culture of Empowerment

Employees crave a sense of connection and inclusion, especially if they work remotely. They also want to want to feel that their employer truly cares about them. This means creating a positive, supportive organizational culture that prioritizes the wellbeing of its workforce.

When employees feel appreciated and are actively achieving their personal goals, morale, productivity, and motivation rise. Pair that with the flexibility to change or adjust their goals, a strong social network, and a highly personalized experience and engagement and loyalty will also get a boost. That's why a healthy, happy workforce is the foundation of a healthy, successful business.

Cultivating a culture of wellbeing for diverse and dispersed teams means offering a wide array of benefits. It also means putting the right tools in place to ensure your people are aware of and are empowered to utilize these benefits. By bringing everything together in one [on-demand ecosystem](#), your organization can enable employees to create their own personalized wellbeing experience that best fits their ever-changing needs.