



# IMA TOTAL REWARDS

## MAKING WORK A BETTER PLACE

### IT'S NOT ABOUT THE FOOSBALL TABLE

The world of employee benefits is ever changing, and we're learning that just because a company adds a foosball table to their breakroom doesn't mean that their employees will actually use it – or that their employee satisfaction and engagement will improve. Thanks to the Googles and Zappos of the world, employers began believing they needed to offer unconventional benefits in order to attract and retain the right talent, especially when it came to millennials.

**52%**  **OF HR LEADERS**

BELIEVE THAT TALENT ACQUISITION IS EITHER IMPORTANT OR VERY IMPORTANT TO THE

**SUCCESS OF THEIR ORGANIZATION**

Our data isn't necessarily in line with that theory. Instead, the question for us as consultants and you as business leaders is not what is the latest and greatest product we can push, but rather, *what do employees really care about?*

It's no secret that leaders are focused on strategies that will attract the right talent to their organization more than ever before. The Deloitte 2017 Global Human Capital Trends Report shows that 81% of HR leaders believe that talent acquisition is either important or very important to the success of their organization. But we must first establish the key aspect of crafting the right talent acquisition strategy; really understanding both the executives and the employees in the organization.

The IMA Total Rewards team's research with our clients focuses first on understanding the philosophy of an executive team. Are executives focused on becoming an employer of choice? Why do employees come to work there, and why do they leave? Do executives believe they have a strong learning & development program? Or simply, do they even care to offer a learning and development program?

These questions are all centered on the employee experience. Why? Because it's our job to connect the dots. We use the experience to define a Total Rewards package that makes sense for the company. Understanding where leadership is today and where they want to go in the future is a critical step in the process of helping them get there.

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From benefits and compensation, to learning and development, to work environment and culture; we'll uncover the components that truly matter to your employees. We believe that by taking a holistic approach we can more completely understand what attracts someone to an organization, and what keeps them there. We also recognize that it's impossible to make solid recommendations to our clients without getting to know them first.

So for us, it's all about insights.

### EMPLOYEES VALUE



**52%** OF EMPLOYEES  
PLACE THE HIGHEST  
**VALUE ON PTO**



**39%** OF EMPLOYEES  
PLACE THE HIGHEST VALUE ON  
**MEDICAL BENEFITS**



**30%** OF EMPLOYEES  
PLACE THE HIGHEST VALUE ON  
**RETIREMENT**

We've gathered feedback from employees and executives from a variety of organizations ranging in size and industry, and from that we're learning more and more that it's really not about the foosball table. In fact, we're finding that regardless of generation, 52% of employees place the highest value on PTO, followed by medical benefits at 39%, and retirement/savings plans at 30%. These are traditional programs that have been around for years, so instead of trying to find the next trendy offering, we should stop and ask ourselves three questions: What do employees value? How can we better promote what we're already doing? And how are we promoting our employee experience to stand out among our competitors and attract that talent we want?



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### WHAT ARE GREAT COMPANIES DOING RIGHT?

A recent Fortune magazine article titled “How Buying Stock in the ‘Best Companies to Work For’ Helped This Investor Crush the Market” highlighted that companies on the 100 Best Companies list have nearly 3X greater stock market returns than those companies who are not on the list. That’s 713% cumulative total returns from 1998 – 2016 versus only 229% who didn’t make the cut. This staggering statistic further supports the theory that companies who take the time to understand their people and create a culture by design are seeing it reflected in their bottom line. It is both a worthwhile and noteworthy strategy to ensure that the core of a business (the people) trust the organization and feel valued. Our Total Rewards team is finding that one of the best ways to show employees they are valued is to capture their voice and include them in the decisions that directly impact them.

### CUMULATIVE TOTAL RETURNS

(1998 – 2016)



### IMPACT ON BIZ OPERATIONS

In today’s landscape it’s increasingly important to bring additional value to the partnerships we have with our clients. With our expert core benefits consulting (medical, dental, vision, etc.), we provide a high level of service and value, but we have challenged ourselves to raise the bar higher to deliver even more to our clients. In a highly competitive world where recruiting and retention are becoming a main focus for leaders, we believe that being a true people partner to our clients achieves better business outcomes. The goal of our IMA Total Rewards team is to support our clients in capturing the right insights, building a Total Rewards strategy around those insights, and activating that strategy through continuous communication and feedback.

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### TOTAL REWARDS PRACTICE LEAD



#### JESSI RYAN

Jessi Ryan joined IMA in 2012 and leads our Total Rewards practice. She works closely with our sales team and account executives in understanding how our Total Rewards philosophy & services can maximize a partnership with IMA. With heavy focus on recruiting and retention strategies, Jessi and her team work to uncover Total Rewards solutions that impact the entire employee experience. The integration of Total Rewards into our overall philosophy allows IMA to surpass the status quo of traditional benefits consulting.

With nearly 10 years of experience in program management and employee wellbeing, Jessi brings a skill set that focuses on the “people” component of the workplace. Her exposure to a wide variety of industries, company sizes and budgets gives her the experience and skills needed to guide her team in bringing innovative solutions to our customers.

Jessi earned her Bachelor of Science degree from Colorado State University and is licensed in Life, Accident and Health through the Colorado Division of Insurance.