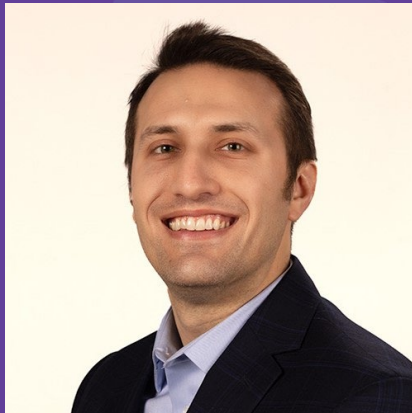


2025 WORKPLACE  
BENEFITS CONFERENCE

*Pathways to Growth*

# Optimizing Partnerships within the Workplace Benefits Ecosystem



**Kellen Stokes - Moderator**

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# Session Agenda

- How do we grow Workplace Benefits using technology and successful partnerships?
- Allow our expert panel to speak to their personal experience and passions
- Key takeaways and action items
- Audience Q&A

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**When thinking about partnerships, what is one word that comes to mind?**

**There are many unique partnership opportunities in our market; which aspects are consistent throughout and which ones vary?**

- Partners solve different problems
- Which partnerships are most challenging?
- Discuss downstream impacts and the influence each partner has



## **How do you identify a potentially successful partnership in today's evolving landscape?**

- Overall lens of partnership
- Proper scope of partnership
- Stay focused on the customer

## **What is working well today? What is the biggest challenge?**

- How do you hold partners accountable when things are going well?
- How to identify when a partnership isn't working and how to end the relationship.

## **What are you most excited about in the next 1-2 years?**



# Key Takeaways from Panel

**What is one key takeaway you want attendees to walk away with?**

# Audience Q&A

# We Want to Hear From You. Leave a Rating & Review.



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03:45  
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Sean O' Donnell, LLIF

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# Thank You



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