

# HOW WELL DO BENEFITS STRATEGIES ALIGN WITH EMPLOYER CHALLENGES?

► LIMRA EMPLOYEE BENEFITS STUDY

► What are the **top 3** reasons employers offer benefits?



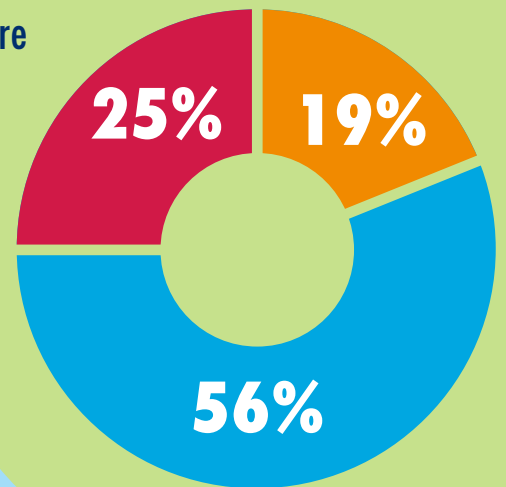
- 73%** — Retain employees
- 56%** — Attract employees
- 51%** — Stay competitive within their industry

► What percentage of employers conduct highly strategic benefits planning?



- Low strategy score (0-3)
- Medium strategy score (4-7)
- High strategy score (8-10)

## STRATEGY SCORE



► How can employers create highly strategic benefits plans?



- Have a formal strategic planning process
- Involve upper management in the strategic planning process
- Survey employees on their benefit needs
- Communicate benefit objectives to employees
- Have long-term goals (planning at least three years ahead)
- Regularly review the benefits program
- Benchmark their benefit program against peers
- Align benefits strategy with business objectives and current challenges