



CREATIVE BENEFITS

Guaranteed to Attract Young Professionals

As Baby Boomers continue their transitions into retirement and the insurance industry becomes more dependent on Millennial and Gen Z employees, organizations need to take a good hard look at their benefits packages to make sure they jive with the next generations.

By now, most insurers have transitioned to perks like casual dress with a “dress for your day” approach where jeans, or even shorts, are acceptable as long as you are not seeing customers. To appeal to more and more young professionals, organizations must think beyond the obvious perks — to more unusual and creative benefits. What benefits can help your organization stand out to potential employees?



STUDENT LOAN AID

With college graduates often joining the workforce with more than \$40,000 in student loans, this is top of mind. Though most companies offer tuition reimbursement — which could come in handy if new hires want to pursue a master’s degree — paying off their undergraduate degrees is a much more immediate concern.

“FUR BABY” BENEFITS

Millennials are getting married and having kids later, so more of them consider pets important members of the family.

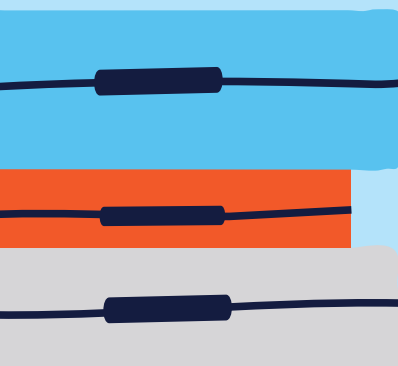


IN-OFFICE WELLNESS

Companies get bonus points if they provide on-site health services like a nurse practitioner to take care of routine needs like flu shots or blood pressure readings, saving employees a trip across town for an appointment. If something so grand is out of scope, encourage wellness by subsidizing a gym membership. In-office yoga and healthy snacks are also huge hits with the younger crowd.

SELF-DEVELOPMENT

Several large carriers have their own libraries where employees can check out business books and other nonfiction to stay “in the know” about trendy industry topics. Including some “fun” reading can’t hurt either to remind employees of the importance of work-life balance.

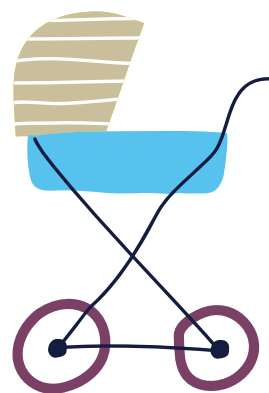


FLEXIBLE WORK

Remote work options have quickly gone from a benefit to a requirement for some candidates. Millennials consistently rank flexibility as one of their key employer attributes. The better the industry can get at allowing flexibility of both time and location, the easier time we’ll have retaining employees. Many carriers already allow one or two work-from-home days a week, and a couple of carriers are focusing on recruiting and managing completely remote workers.

FOCUS ON FAMILY

Millennials often find themselves in dual-career couples, and time to bond with their kids has become even more precious than for previous generations. As a result, some companies are starting to extend their maternity leave — and paternity leave — timeframe despite it not being legally required in the United States.



SPECIALTY TIME OFF

Some carriers pay for a certain number of volunteer hours each year, allowing employees to give their time to their favorite charity without using precious vacation days.

SPORTS PASSES

Larger carriers often have a corporate suite at their local sports arenas, but tickets are rarely made available beyond the highest levels of the company. A fun benefit would be to reserve a few of those seats and give them out by lottery, regardless of position.

