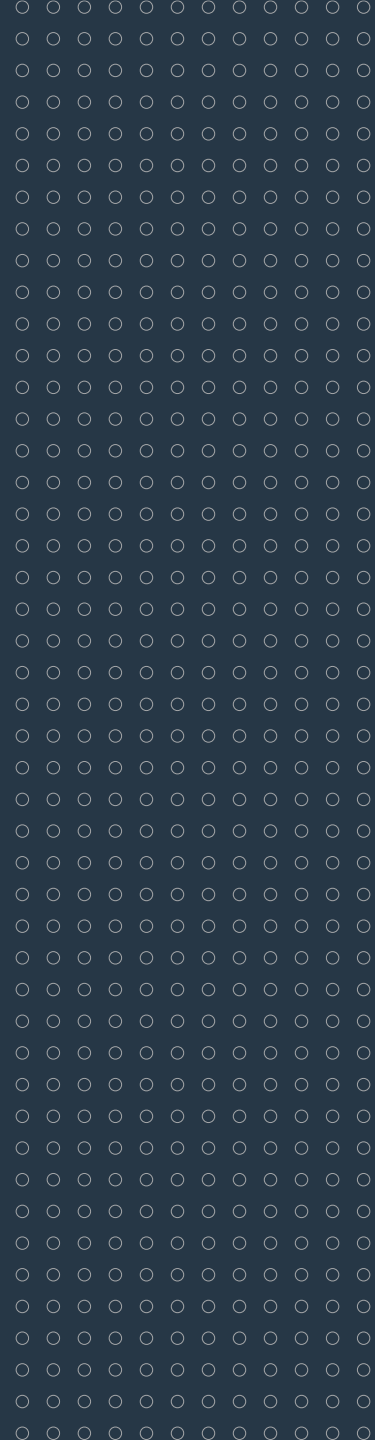




Risk & Insurance | Employee Benefits | Retirement & Private Wealth

# Why Your Approach to Employee Benefits May Be *Disjointed*

Modernizing Employee Benefits





## Mel Jones

---

Assistant Vice President, Employee Benefits Ninja  
and Strategic Client Relationships

**HUB International**

### We're HUB

When you partner with us, you're at the center of a vast network of experts who will help you reach your goals. With HUB, you have peace of mind that what matters most to you will be protected through unrelenting advocacy and tailored solutions that put you in control.

**5<sup>th</sup>**

largest insurance  
broker in the world

**2M+**

clients around  
the globe

**530+**

offices across  
North America

**14,000+**

employees throughout  
North America

# The **Modern** Employee Value Proposition

A silhouette of a person with their arms outstretched, standing on a dark, rocky outcrop. The background is a sunset or sunrise sky with a large, glowing sun partially obscured by the horizon. Several birds are seen in flight against the sky. The overall tone is dark and atmospheric.

---

An **ecosystem of support, recognition, rewards, and values** that an employer provides to its workforce that corresponds with employees' needs and **helps them to realize their highest potential at work and in life.**

# “The Great Reflection”

---



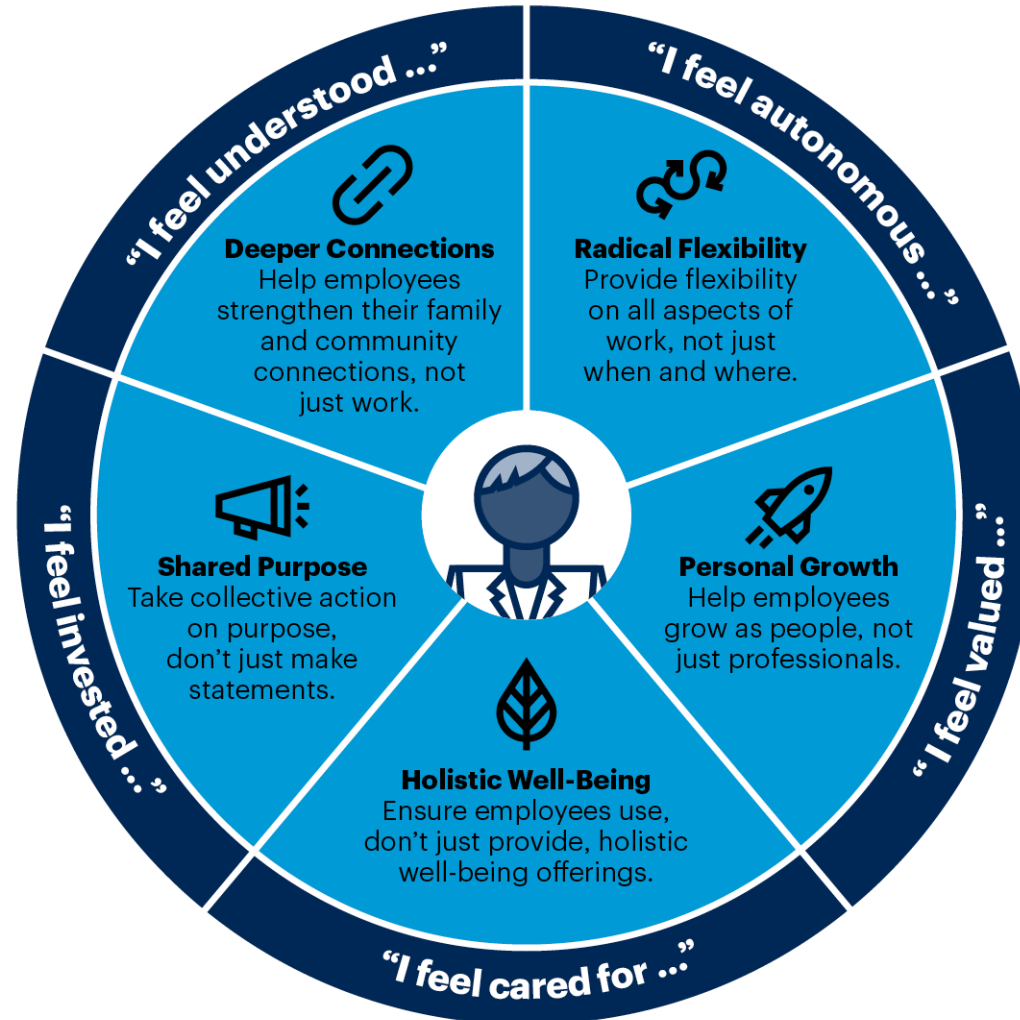
**82%** of employees say it's important for their organization to see them as a person, not just an employee.

*However,*

**45%** of employees believe their organization actually sees them that way.

---

# The Human Deal Framework



# QEX – The Modern Benefits Experience







**Multi-Generational**



**Dispersed Workforce**



**Gen Z**

**The employee benefits landscape has experienced a seismic shift.**

# Labor force participation rate

2000 67.4%

2021 63.3%

2022 62.2%

2032 60.4%



# Leading factors in attracting talent



Benefits Package

57%

Salary

41%

Diversity, Equity, Inclusion 37%



# Salary negotiations

76%

Hesitant to Bargain

67%

Don't Want to Risk Losing Offer

57%

Fear Making Bad Impression

43%

Don't Know How To Negotiate

41%

Want to Avoid Stress Involved



# Taking on a second job



# What concerns the next generation?

---



**Financial Concerns**



**Burn Out & Mental Health**



# What does the next generation want?

---



**Training**



**Hybrid Schedules**



**Work/Life Balance**

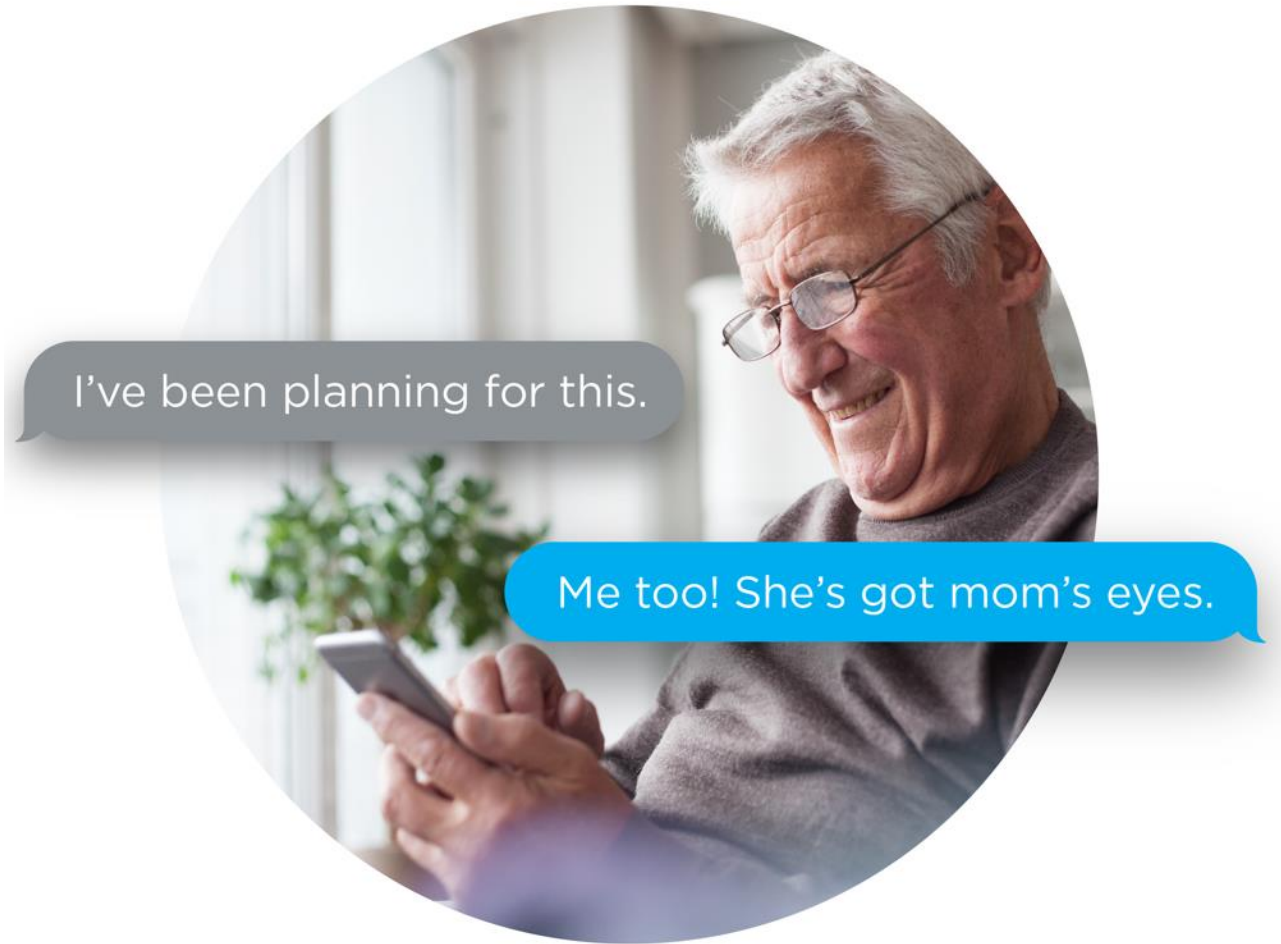


**Wellness**



**Employee Benefits**  
leads with *employee*

# QEX | The modern benefits experience



**Create an experience your employees will value, in the workplace and beyond**

QEX is a powerful new approach to designing and delivering employee benefits. It uses comprehensive understanding of your employees' real priorities to develop a truly customized benefits plan that enhances the quality of the employee-employer experience and helps you stay ahead in the competition for talent.

**QEX | The modern benefits experience**



**Caring Cultures**



**Learning Cultures**

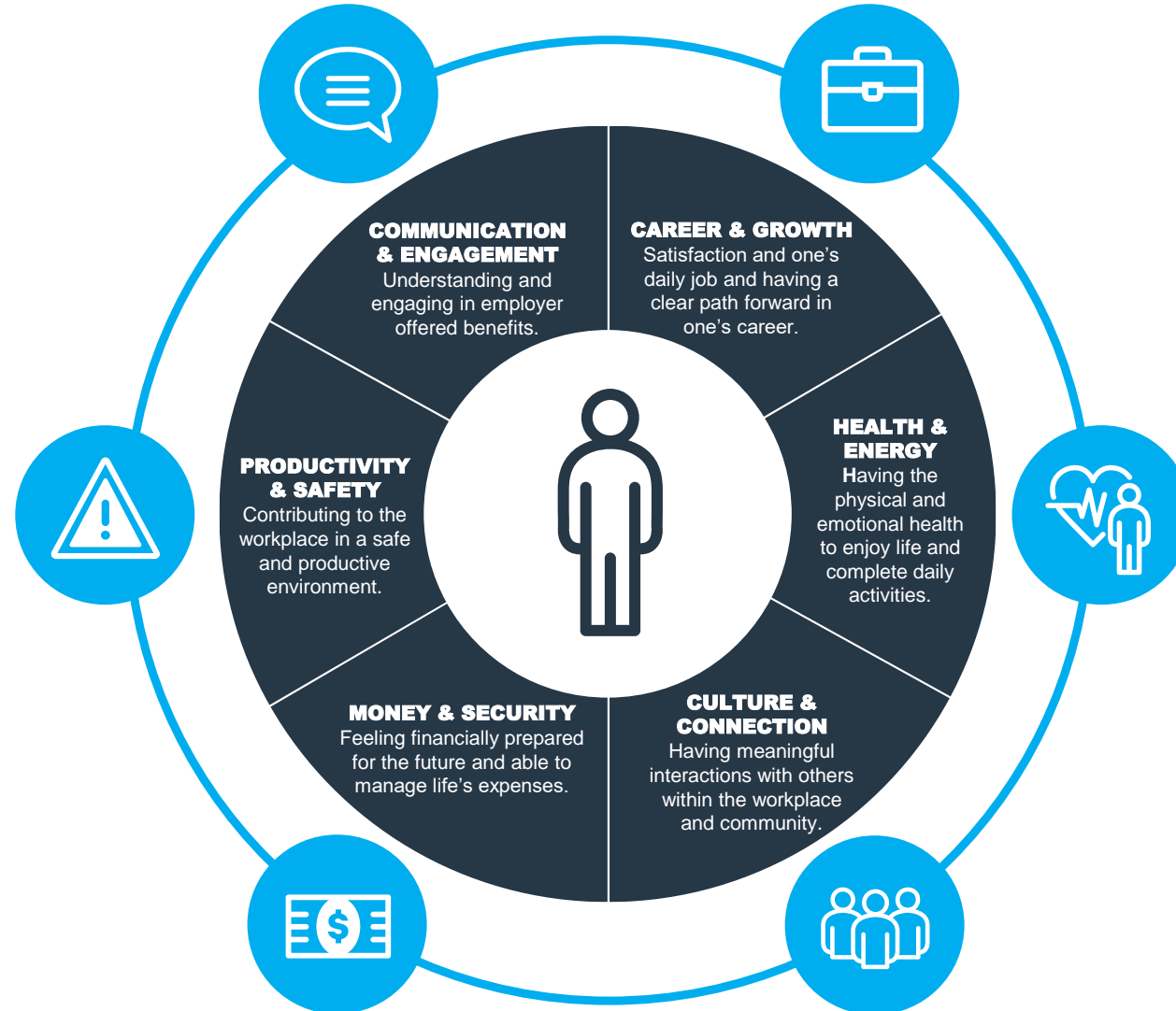


**High-Performance  
Cultures**

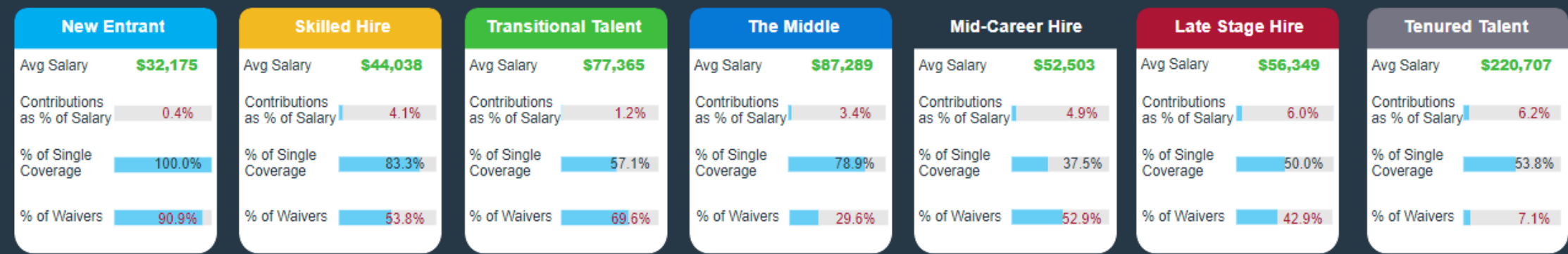
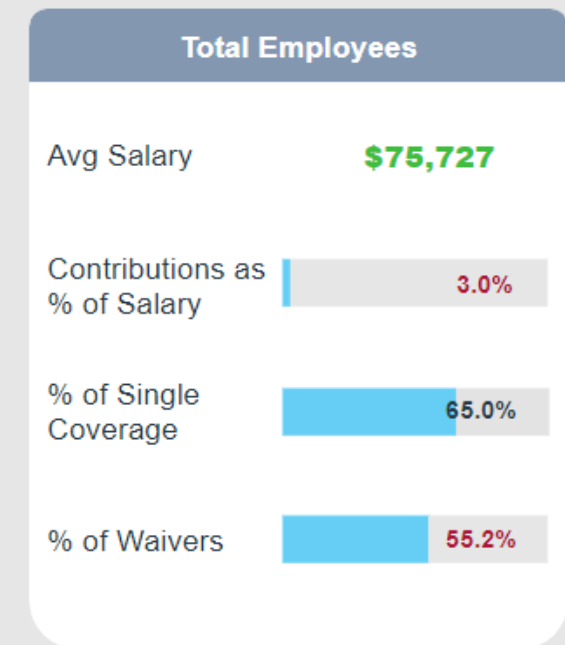
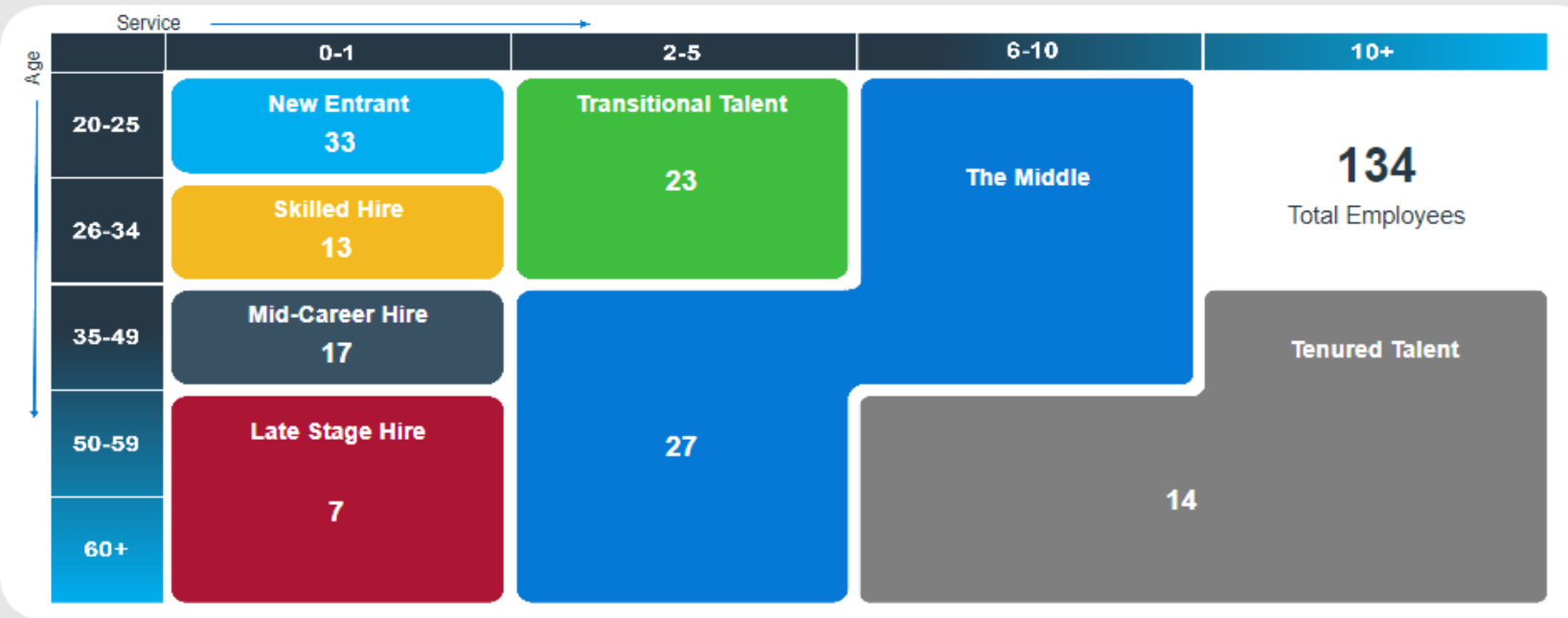
# **Different Cultures, Different Benefits**



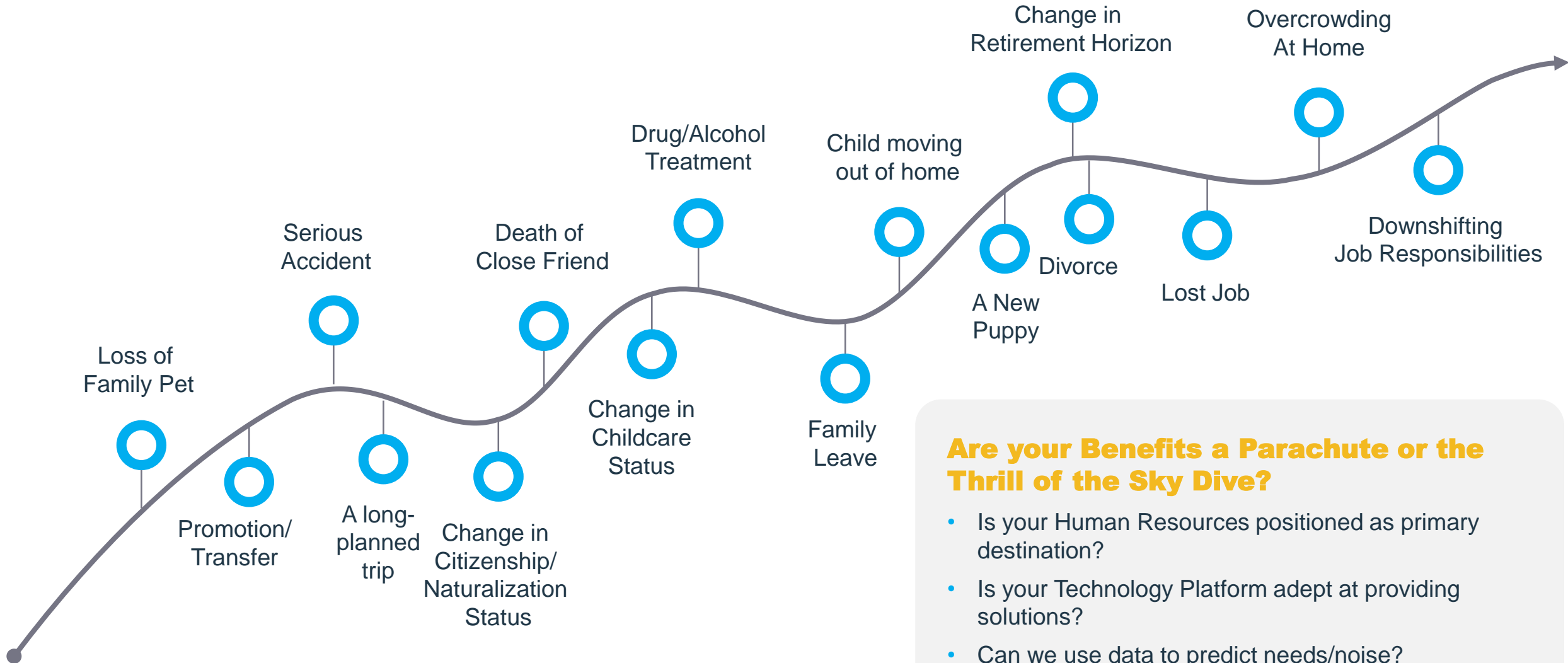
# Integrated Approach



# It starts with knowing your workforce.



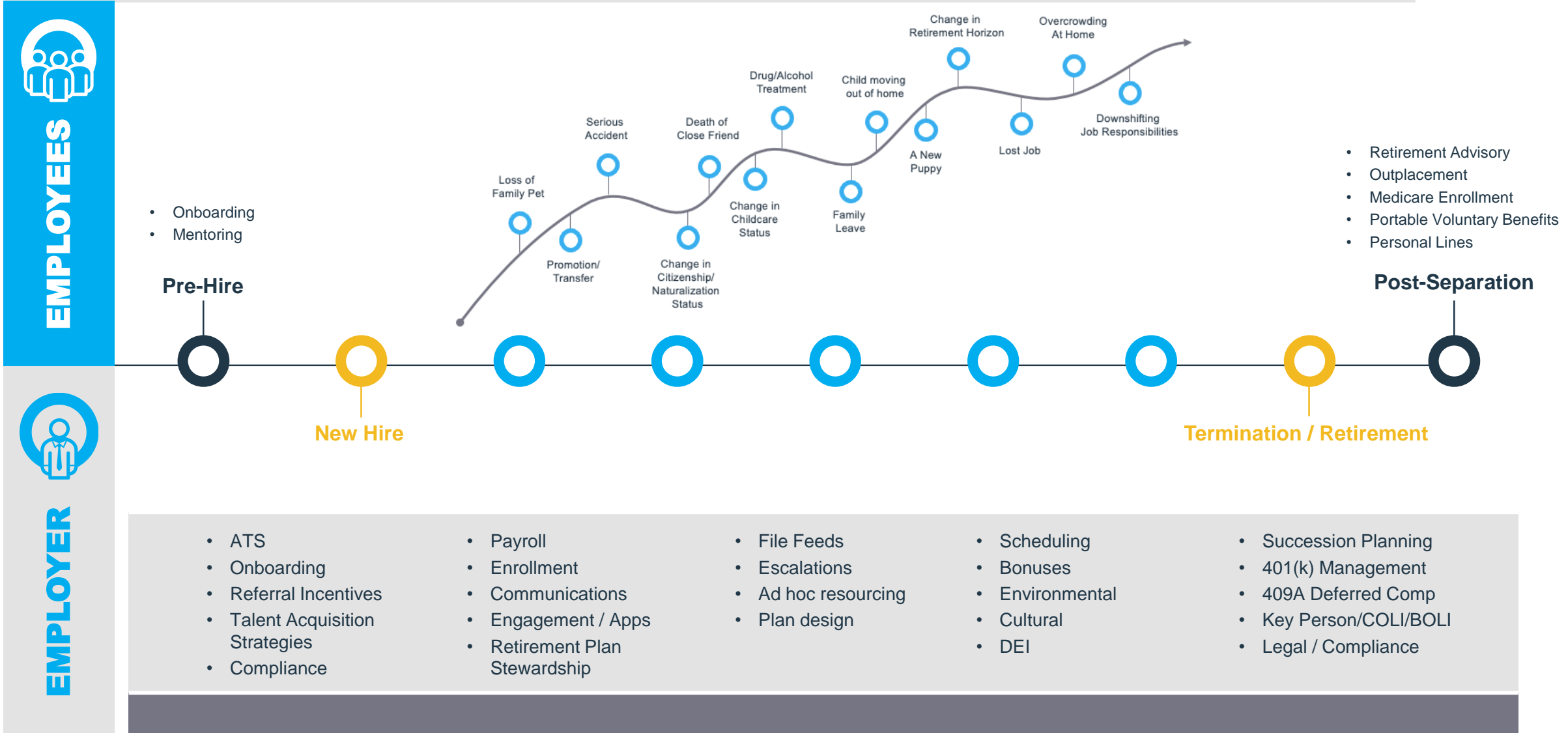
# From QLEs to QEX: The Game of Life™



## Are your Benefits a Parachute or the Thrill of the Sky Dive?

- Is your Human Resources positioned as primary destination?
- Is your Technology Platform adept at providing solutions?
- Can we use data to predict needs/noise?

# QEX Through Many Lenses





# Engaging the Five Generations of Workers



**Silent Generation**  
78 +  
(1927 - 1945)



**Baby Boomers**  
59 - 77  
(1946 - 1964)



**Gen X**  
43 - 58  
(1965 - 1980)



**Millennials**  
27 - 42  
(1981 - 1996)



**Gen Z**  
< 26  
(1997 - Current)

	Silent Generation	Baby Boomers	Gen X	Millennials	Gen Z
<b>% of Total Workforce</b>	0%: 2 EEs	16%: 76 EEs	26%: 123 EEs	44%: 209 EEs	14%: 66 EEs
<b>Most Common Plan</b>	PPO Gold \$2000 : 50%	PPO Platinum : 45% \$1000	PPO Gold \$2000 : 46%	PPO Gold \$2000 : 48%	EPO Silver \$4000 : 47%
<b>Of Enrolled: % Employee Only</b>	0%	66%	50%	75%	89%
<b>Communication Strategy</b>	Meet with Me	Meet/Mail me	Call Me	Email me	Text me
<b>Concerns &amp; Well-being</b>	Remain healthy and productive at work until ready to retire	Providing for family and retirement	Buying a home, supporting families, financial future	Concerned with finances and their future	Beginning their career
<b>Medical Benefits **</b>	Likes choice (PPO) but can afford (HDHP); likes HSA retirement savings option	Likes choice (PPO) but can afford (HDHP); likes HSA retirement savings option	Likes choice (PPO)	HDHP or low cost option (HMO)	Likely still on parent's plan
<b>Voluntary / Disability **</b>	ID theft, permanent life, CI and LTD	Term life, CI, ID theft and LTC; Disability - Values coverage	CI, accident, 529 plan, home/auto; Needs Disability but must be educated on it's value	Home/auto, financial wellness, student loan repayment, accident, ID theft	
<b>Coverage Considerations</b>	Permanent Life Insurance, Retirement	Sabbatical, ER Paid LTD, IDI, Retirement	Paid Maternity/Paternity, Pet insurance, Child Care Support, ER paid LTD, IDI, Student Loan Repayment, 529 Savings Plan	Paid Maternity/Paternity, Pet insurance, Child Care Support, ER paid LTD, IDI, Student Loan Repayment, 529 Savings Plan	

# Making Quality Employee Experiences A Priority

Employee benefits leads with the *employee*

The key to personalization starts with a data-driven strategy

Long term planning creates long term value



**Mel Jones**

Email: [melissa.jones@hubinternational.com](mailto:melissa.jones@hubinternational.com)

Direct: 636.584.4497

# Thank you.

For more information, visit:

**[www.hubinternational.com/QEX](http://www.hubinternational.com/QEX)**