



Workforce Persona Analysis

Deliver the benefits your
workforce really wants

THE ERA OF ONE-SIZE FITS-ALL BENEFITS PLANS IS OVER

For the first time in history, many employers now have as many as five generations in their workforce. Most workers view benefits as an essential part of their compensation, but the types of benefits they want and need vary widely depending on age, income, family composition, and life stage.

Deliver the benefits your people want

Does your benefits broker give you insights into how your workforce demographics are changing from year to year? For example, is your average age changing as a result of hiring college graduates, or is your organization hiring more experienced workers for open positions?

Your risks change and so do the needs of your plan participants. Make sure you can quantify the change and proactively address the needs of your workforce.

Understand the segments within your employee population

Now, you can go beyond anecdotal information and get real insights that enable you to tailor your benefits to maximize employee satisfaction and enhance your competitive position.

Put HUB's analytic and strategic resources to work. **Request a Workforce Persona Analysis report.**

Workforce Persona Analysis from HUB

Give us a standard census, plus 6 additional pieces of data about your workforce and we'll give you a custom report that identifies the following:

- Key personas within your workforce
- Benefit gaps that put your employees at risk
- Recommendations on how to align benefits, communication and wellness strategies to have the greatest and most meaningful impact
- Insights into what is driving your costs, your turnover and how attractive your benefits offering is to recruit potential and new employees

This analysis goes beyond just generational segments to give you a multi-dimensional understanding of your employees.

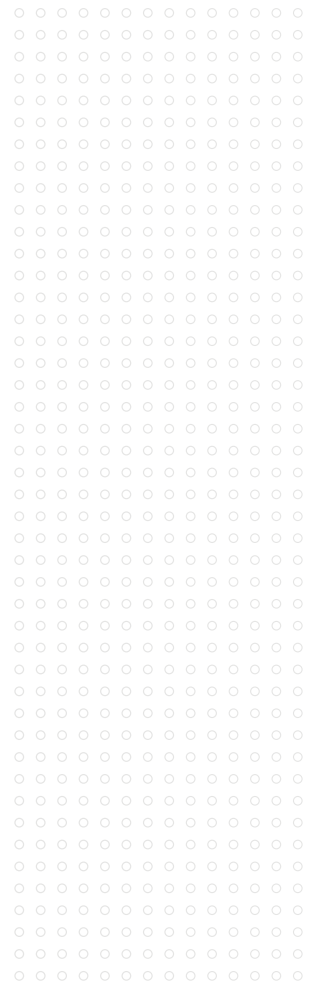
Get answers to key questions you may have:

- Which segments of my employee population are financially fragile?
- How do my hourly workers' benefit needs differ from my salaried workers?
- What benefits will accelerate recruitment and retention?
- How do career pathing and setting reasonable onboarding expectations change the overall health of my team?

Press the fast forward button on employee insights

Get the insights you need to convince your executive leadership of the value of tailoring benefits to address the unique needs of your people.

Contact your HUB benefits advisor and get started today. HUB Workforce Persona Analysis is available to clients with 100 or more employees.



We're HUB

When you partner with us, you're at the center of a vast network of advisors 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.

5th
largest insurance
broker in the world

2M+
clients around
the globe

700+
offices across
North America

21,000+
employees throughout
North America

Contact a HUB employee benefits advisor.

Ashley McDonnell
Vice President, Employee Benefits
ashley.mcdonnell@hubinternational.com

Rachel Olson
Vice President, Employee Benefits
rachel.olson@hubinternational.com

