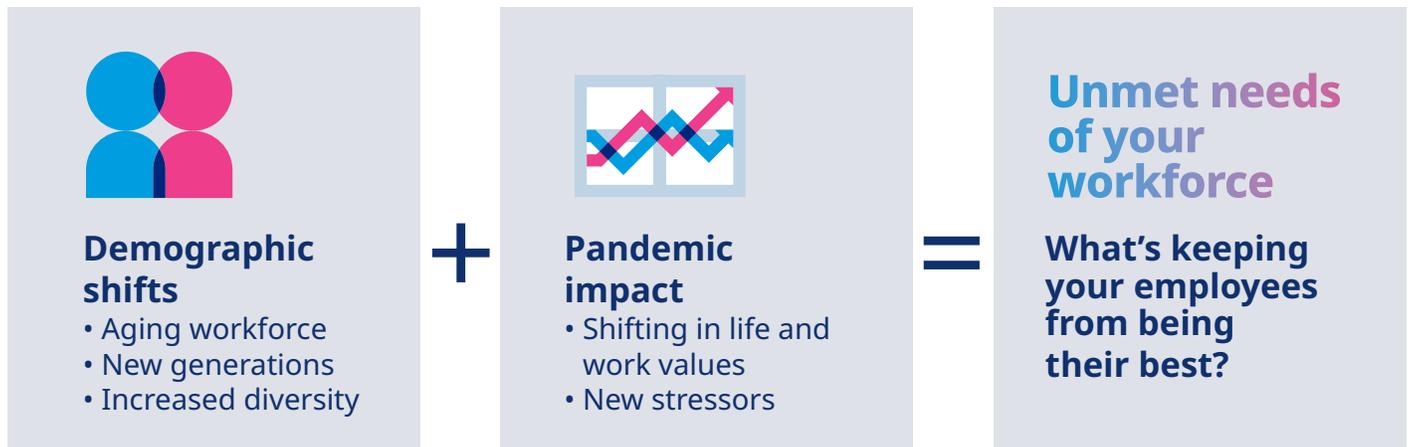


innovating total rewards

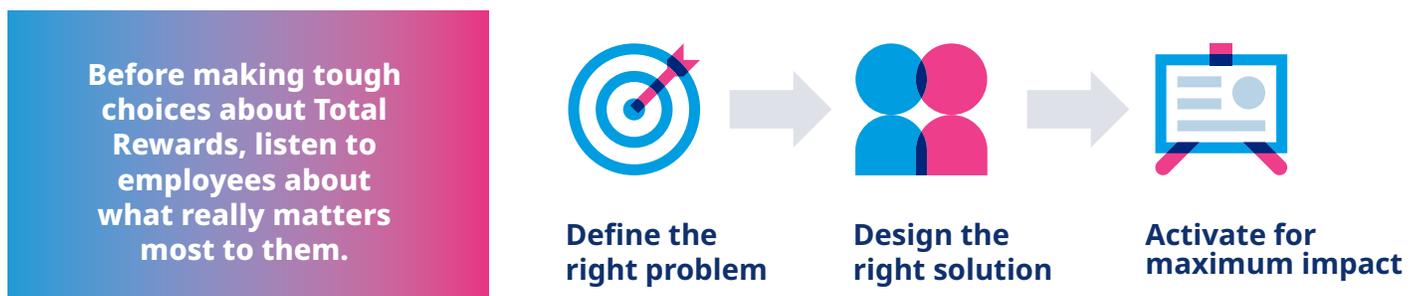
# what are your employees most concerned about?

Optimize your employee value proposition (EVP) with critical insights into the unmet needs of your workforce.

Most employers struggle to activate key differentiators in their EVP, resulting in a 'race to the middle'. Move beyond benchmarking to identify employees' most critical unmet needs to identify potential value creators in your Total Rewards.



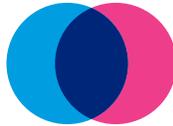
**Unmet needs analysis:** A brief, targeted set of trade-off questions draws insight into key attributes of the EVP as they relate to employee wellbeing. Attributes span work experience, finances, personal life, and wellbeing.



## Unlock value with an unmet needs assessment:



**Invest with confidence**  
Ensure your Total Rewards investments will have an impact by starting with your employees' needs.

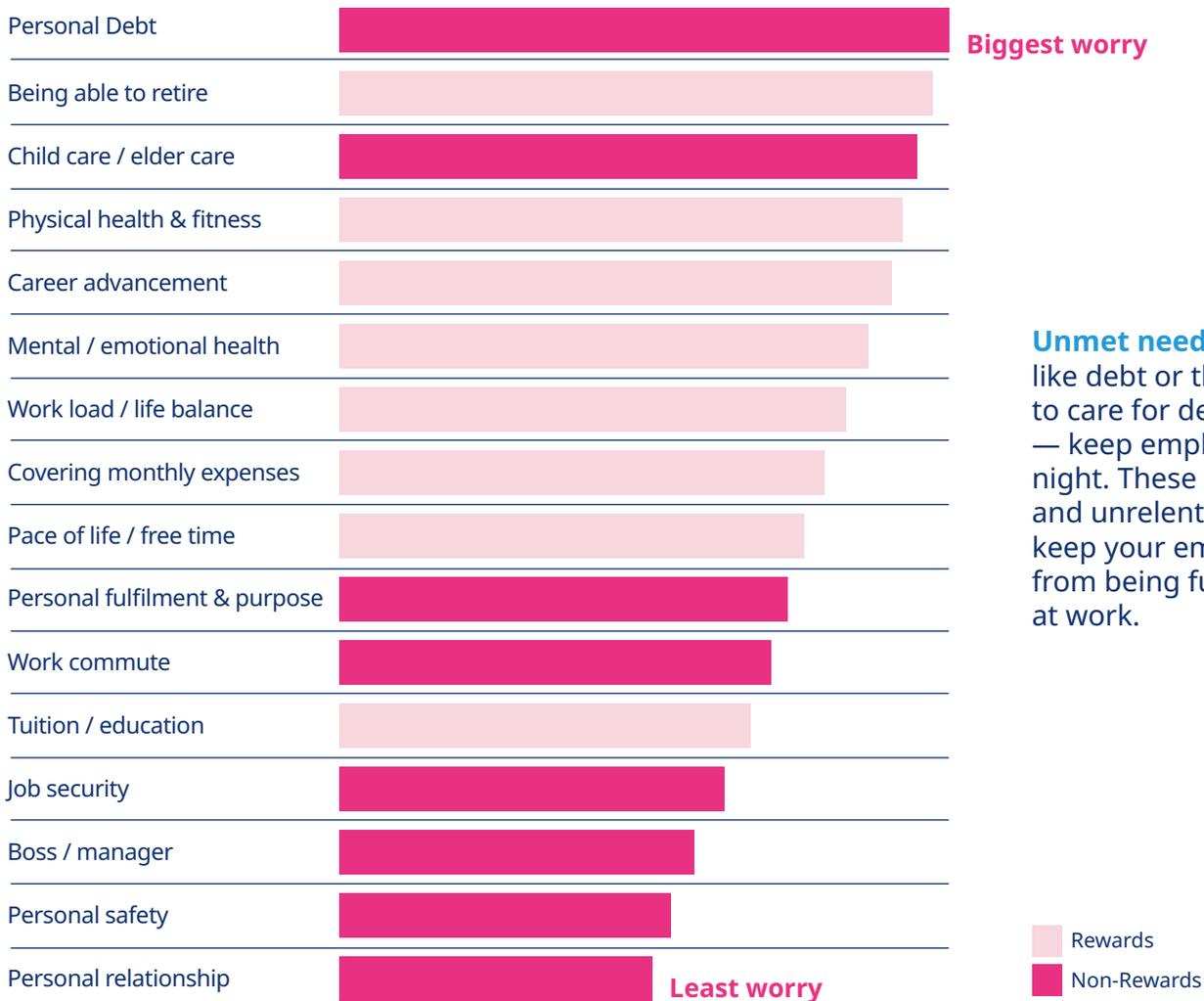


**Innovate Total Rewards**  
Don't copy others' strategies — uncover unique insights on what will make a difference for your people.



**Uncover insights**  
Utilize personas or other segmentation to inform decisions that align with your business and workforce strategies.

## Sample assessment



**Contact us** to learn more about aligning the needs of your people with your total rewards strategy. To learn more, visit our [Employee Experience Insights](#) page.