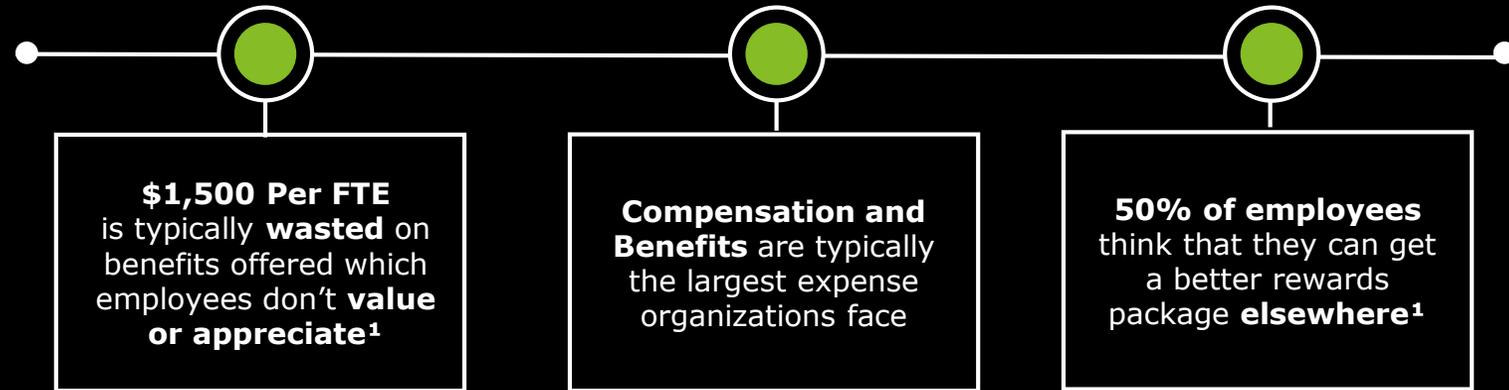




## Rewards Optimization

Aligning rewards strategy with workforce preferences



### Then

The market reinforced employers' perspectives by coining "Total Rewards" as the accumulated value of the employer's compensation and benefits.

The market created geographic and industry comparisons (benchmarks) for employers to use as validation of their rewards programs. Employees were dependent upon information provided by their employer to shape their understanding of the competitive nature of their rewards.

The workforce was viewed by each employer as mostly homogeneous with a one-size-fits-all philosophy for benefit.

### Now

Workers seek validation beyond traditional rewards and are equally focused on wellbeing, development, and recognition.

Workers are focused on whether rewards align with their personal wants/needs and create their own perspective of relative value through social media such as LinkedIn, Glassdoor, Fishbowl, Salary.com and other sites.

Workers are individuals and expect a more unique approach responsive to their individual needs and wants.

### Bersin™ High-Impact Total Rewards Findings

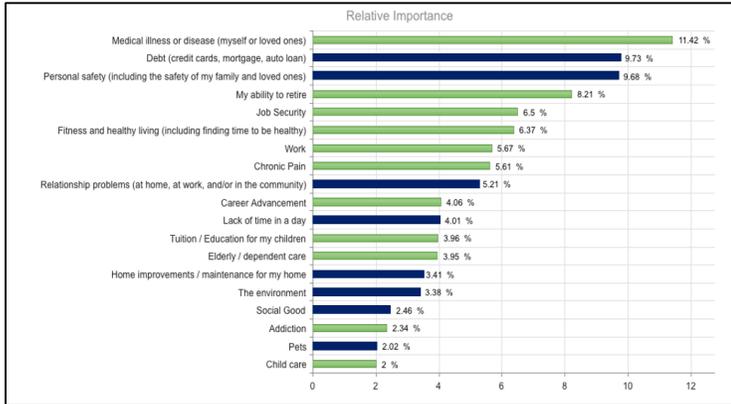
-  **Mature rewards organizations** listen, learn, and design offerings for their "customers."
-  **High-performing rewards teams** effectively collaborate with other internal functions, especially talent acquisition.
-  **Mature rewards organizations** take a broad and holistic view of "rewards."
-  **High-Impact Total Rewards** is about "best fit," not just "best practice."

With the rapidly evolving nature of the **future of work**, the importance for employers to differentiate themselves as an **irresistible place to work**, and the stewardship necessary to **manage the cost of human capital**, companies now need to pivot to a more strategic view of rewards

¹ Source: Bug Insights 2016 study examining Benefit Preferences of Americans

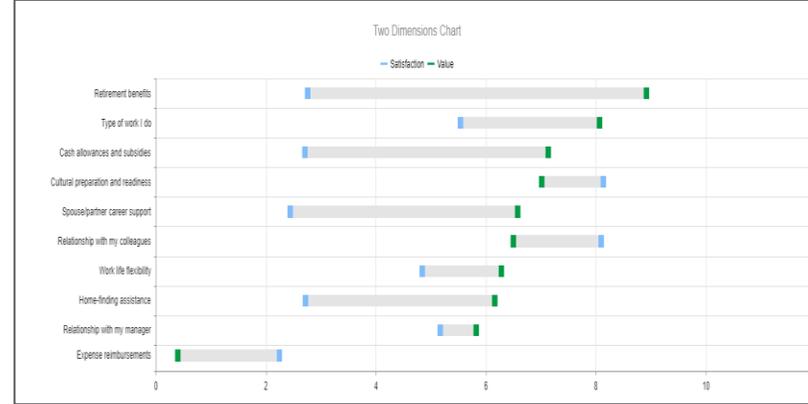
# How do you measure workforce preferences?

Mature rewards organizations listen, learn and design offerings for their "customers". Using our robust analytical process, which leverages a combination of **short and engaging** surveys, Deloitte helps organizations model preferences to gain rich **insights and analytics** from their workforce and align rewards strategies with worker preferences.



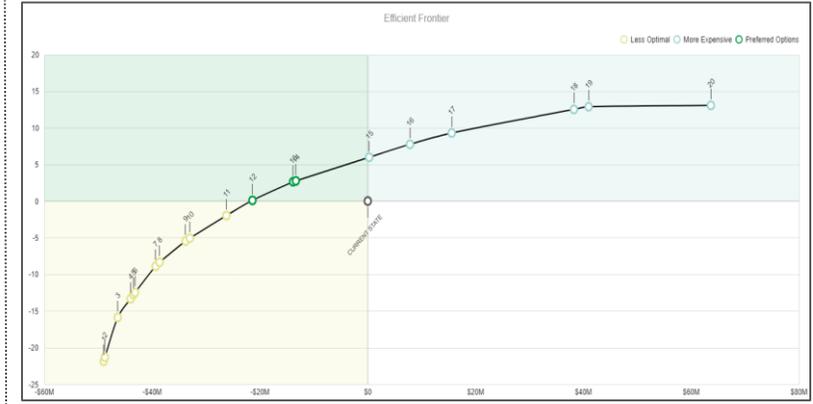
## Workforce Insights

- Gain insights into day-to-day challenges your workforce faces, which may or may not be addressed through traditional rewards
- Line of sight into areas that could be impacting effectiveness and productivity at work
- Discover opportunities to better meet workforce needs and deliver more value



## Gap Analysis

- Identify opportunities for rewards program re-alignment through a customized, multi-dimensional analysis of programs offered
- Compare degree of alignment between importance and satisfaction with rewards programs to identify gaps and determine biggest opportunities for driving value



## Rewards Optimization

- Develop an Efficient Frontier identifying the most effective way to combine reward features given employer cost and employee preference of your workforce
- Utilize "Custom Package" to model combinations of features tested and understand the potential impact of changes of custom rewards packages

## Rewards Optimization Dashboards provides organization with insightful and actionable predictive analytics:

- Ability to segment data by workforce demographics, attitudes, and behaviors
- Ability to highlight and identify key differences across segments
- Detailed analysis of how preferences are impacted for each specific change tested including a measurement of the ROI for each change
- Interactive simulator reveals most efficient way to combine rewards features to create optimal rewards offerings for your workforce
- Custom Package Analysis allows the user to test combinations of reward features not on the Efficient Frontier

### Let's Talk

Mike Niciforo  
Principal  
miciforo@Deloitte.com  
(212) 618-4713

Naomi Bradley  
Managing Director  
nabradley@Deloitte.com  
(212) 618-4264

Garry Spinks  
Managing Director  
gspinks@Deloitte.com  
(404) 313-1179

Melanie Langsett  
Principal  
mlangsett@Deloitte.com  
(404) 631-3727



@DeloitteTalent



www.hrtimeblog.com



www.deloitte.com/us/humancapital