**Empowering Baby Boomers: Building a Competitive Benefits Package**

**Tags and Teasers**

**Article:**

Today’s workforce is unique because it includes a range of 4 generations: Baby Boomers, Gen X, Millennials and Gen Z, who together are greatly changing the Group Benefits landscape. With generational gaps, there is a wide range of perspectives and expectations of what group benefits packages should entail. Our latest blog post explores what employee benefits Baby Boomers want.

**Video:**

Employers today potentially have 4 full generations in the workforce ranging from Generation Z to Baby Boomers. Employees in different life stages want and need different benefits. Our latest video explores what employee benefits for Baby Boomer value.

**Infographic:**

Given the different perceptions and needs among the generations, it’s no wonder that finding a one size-fits-all benefits package can be hard. This infographic explains what employee benefits Baby Boomers value.

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