**Empowering Gen X: Building a Competitive Benefits Package**

**Tags and Teasers**

**Article:**

The modern workforce presents a significant challenge for employers, who must develop benefits programs that appeal to four distinct generations: Baby Boomers, Gen X, Millennials, and Gen Z. Because each group's life stage influences their benefit preferences, our new blog post explores the specific benefits that are most important to Gen X.

**Video:**

How does an employer manage the diverse - and sometimes even contradictory - benefit demands of workers from 4 different generations? Our latest video explores what employee benefits that Gen X values.

**Infographic:**

Today’s business environment includes 4 different generations working side by side ranging from Generation Z to Baby Boomers. While 73% of workers view employee benefits as an essential part of their compensation, the types of benefits they want varies widely depending on generation, stage of life, and age. Read our latest infographic to learn what employee benefits Gen X values.

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