

EMPOWERING GEN X: BUILDING A COMPETITIVE BENEFITS PACKAGE

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Want to attract and keep top talent? Your benefits package is crucial! Think beyond just health and retirement.

Unlock the full potential of your workforce by empowering each generation with a competitive benefits package tailored to their unique needs, ensuring loyalty and lasting workplace success!

Today's workforce is a mix of generations, and Gen X is a group you can't afford to overlook. Known for their flexibility and problem-solving skills, Gen X employees bring a powerful combination of experience and value to any company.

Gen X, those born between 1965 and 1980, makes up a significant chunk (27%) of today's workforce. They're often in the thick of the "sandwich generation" phase, juggling the needs of aging parents and their own children, all while aiming for career advancement and taking care of themselves. The key to attracting and keeping them? Perks that matter to their lives and priorities.

Healthy Gen X = Happy and Productive Gen X

As we age, health becomes a top priority. That's why Gen X employees appreciate comprehensive health benefits that go beyond the basics. Offering plans with preventive screenings, broad dental and vision coverage for their families, and well-being programs designed for their age group shows you care – and keeps them healthy, happy, and productive at work.

Work-Life Balance Matters: Offer Flexibility

Life for Gen X can be a juggling act. Flexible work arrangements are more than just a benefit – they're essential. By offering flexible schedules and remote work options, you acknowledge their responsibilities outside of work and show trust in their dedication. This win-win situation keeps Gen X employees happy and allows them to excel while maintaining a healthy work-life balance.

Gen X and Mental Wellness: Addressing a Unique Need

Having navigated a period of rapid technological and societal change, Gen X may face specific mental health challenges. For this demographic, access to mental health resources carries significant weight. By offering initiatives that promote work-life balance and provide mental health support, employers can demonstrate they care and create a work environment that fosters well-being and maximizes the potential of their Gen X employees.

Gen X and the Retirement Edge: Invest in Their Future

With retirement on the horizon, financial security is a top priority for Gen X. Employers who offer robust retirement savings plans and financial planning resources demonstrate they understand this concern and invest in their employees' long-term well-being. Further sweeten the deal with student loan repayment programs and life insurance options to ease financial burdens and attract this valuable talent pool. By focusing on Gen X's financial future, you gain a loyal and engaged workforce ready to contribute their expertise for years to come.



Never Stop Learning: Upskilling Gen X Benefits Everyone

The job market's always changing so staying ahead of the curve is crucial. Gen Xers, known for their adaptability, value opportunities for continuous learning and professional development. By investing in their growth through training programs and resources, you empower them to excel in their roles, stay relevant in the industry, and feel valued as part of the team. A win-win for both employee satisfaction and company success!

