

FINDING BALANCE

THOUGHT LEADERSHIP



There is absolutely no doubt that businesses are continuing to struggle to win the war for talent. Even leaders who consider their companies fully staffed, have a constant eye on retention and meeting the needs of their employees, through strong benefits packages and offers of better work/life balance.

The last 2 plus years of upheaval have caused business leaders to evaluate the costs of their benefits while weighing the need to stay competitive in this tight market. Trying to determine what to keep and what to cut has taken on greater importance and urgency.

Research shows that 79% of polled employees and job candidates would take new or expanded benefits over a bump in salary; while 82% of women prefer stronger benefits to a pay raise. Today's job seekers are looking beyond traditional healthcare and 401k's. They are asking for flexibility in scheduling; mental health resources; transportation and childcare solutions; support for new parents; financial literacy; and continued education.

We recently sat down with subject matter experts offering or supporting innovative and meaningful benefits to their employees and customers. Join us over the next several weeks as we share their insight and best practices on keeping talent!

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Getting There

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VOLUME 4

***Paying Attention to the
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PAYING ATTENTION TO THE WHOLE PERSON

One silver lining that has emerged from the trauma of the last few years, has been the evolving normalization of mental health resources at work. Unfortunately, there is still much work to do, as the stigma around mental health persists, with many shying away from conversations or considering adding resources for their teams. Though many companies have entered the realm of 4-day work weeks, added time off for mental health care, and added wellness and nutrition resources; it is still not enough for many who continue to struggle.

A large number of former employees attribute their departure to workplace environments and cultures that had overwhelming and unsustainable workloads. These unrealistic (and sometimes dangerous) expectations have caused many to seek workplaces that are more supportive of their overall wellness, including their mental and emotional wellbeing. A recent Harvard Business Review survey says:

- Sixty-eight percent of Millennials (50% in 2019) have left roles both voluntarily and involuntarily due to mental health reasons
- Eighty-one percent of Gen Zers (75% in 2019) have left roles both voluntarily and involuntarily for mental health reasons
- Ninety-one percent of respondents believed that a company's culture should support mental health, up from 86% in 2019.

A key point to remember: employees are coming to work with stress levels that have been exacerbated by pandemic isolation, childcare and school concerns, fears about their physical and psychological safety, and many more that we may not be aware of. Our workplaces and practices also may be negatively contributing to our worker's mental health.

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PAYING ATTENTION TO THE WHOLE PERSON

Burnout caused by overworking has increased during the pandemic, as many who work remotely or in hybrid formats struggle with setting good and healthy boundaries on how/when/where work gets done. Coupled with a lack of good communication from leadership, this workaholic syndrome adds to the stress.

Job seekers are looking for businesses that seek to provide mental healthcare for their employees and their families. Leaders need to change the way they see mental health resources as a singular solution provided to an individual, to a priority that supports EVERYONE in the organization. Additionally, employers must rethink the sustainability of their current work structures...and make needed changes through more flexible work/life balance options.

I think of the silent sufferer. Unfortunately, in the workplace, the mental health stigma does still exist. Many employees don't feel they have the ability to confidently and safely access mental healthcare. They still fear some repercussions from their employer. We need to change all of that.

David Patrick, Director of Business Development National Telemed Solutions

Now is a great time to review and re-evaluate your company benefit offerings. Utilize employee surveys to ascertain what matters most to your workforce and what you can afford to augment or add to your existing offerings. Benchmark with your industry partners and organizations that can provide insight on what benefits are trending and what is emerging.

Remember to communicate your benefits package during the recruitment phase, as well, with all that you offer in a place of prominence on job postings. Less than 22% of employers do this. Only 25 percent of employers include any mention of employee benefits before day one of employment, such as in an offer letter.

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