

COMMUNICATING TO THE DIVERSE WORKPLACE

BENEFITS COMMUNICATION SURVEY RESULTS



80% do not open/read benefits communication materials



49% don't understand the materials

4 CURRENT GROUPS IN THE WORKPLACE

WORKPLACE VETERANS
1925-1946

Prefer written benefits communication
- letters & benefit marketing packages



BABY BOOMERS
1946-1964

Prefer personalized communication styles
- phone calls & small group meetings



GENERATION X
1965-1979

Prefer efficient benefits communications & strong visuals
- webinars & email

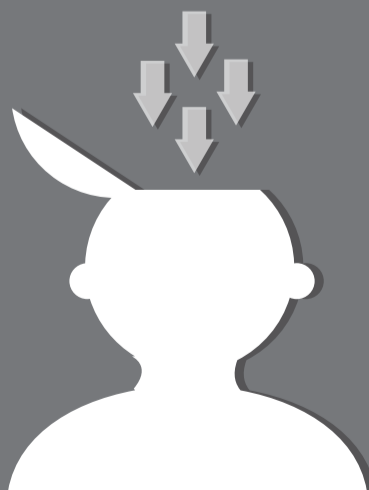


GENERATION Y (MILLENNIALS)
1980-2000

Prefer tech-savvy communications
- cloud, mobile tech, text messaging, & online videos



FUTURE GENERATION



Benefit “data transfer”



Sources:

<https://www.ifebp.org/bookstore/benefits-communication-survey-results/Pages/benefits-communication-survey-results.aspx>

<http://www.adp.com/spark/articles/from-baby-boomers-to-millennials-how-to-talk-benefits-7-312>