

Dallas/Fort Worth Chapter

ISCEBS

Welcome from our 2021 OFFICERS AND BOARD



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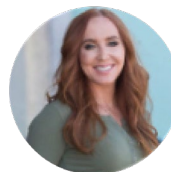
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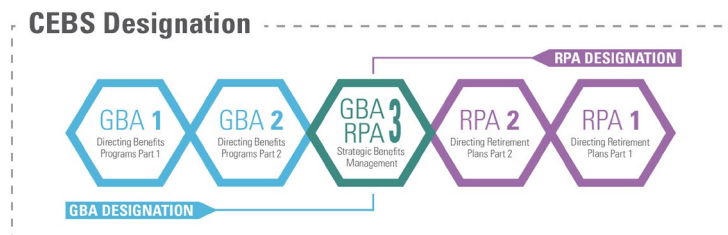


Thank You to our Sponsors



Mid-Year Membership Special

- Join the Society for a discounted price of \$150 (regularly \$295)
 - DFW Chapter Dues are \$50
- \$200 takes you to the end of 2021



**ISCEBS—Here to
Support You**

Join Today

International Society
of Certified Employee Benefit Specialists



Dallas/Fort Worth Chapter

(ISCEBS



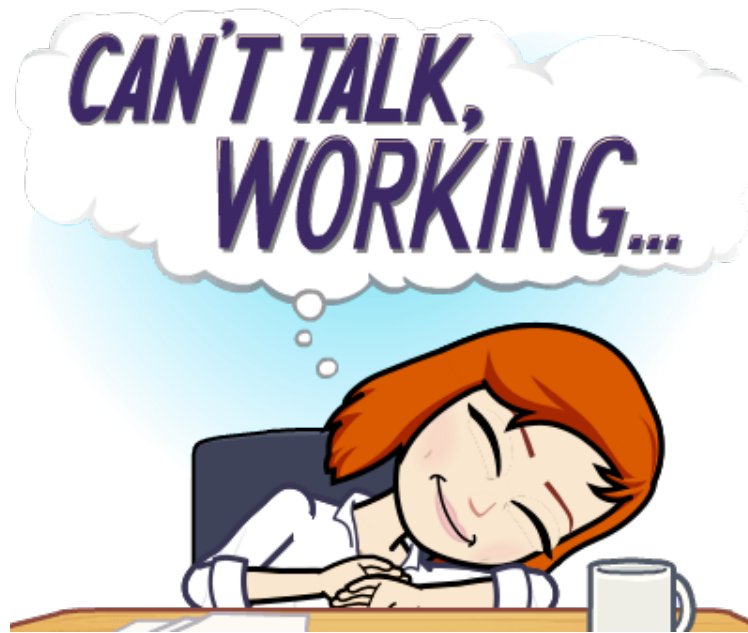
Today's Speaker & Topic

Paula Fulghum, Chief Innovator
Aynsley Pletcher, Operations Manager
innovateHR
Bringing Benefits to Life in a Virtual World

BRINGING BENEFITS TO LIFE IN A VIRTUAL WORLD



innovateHRTM
2 HOUR PROMISE



**MEET PAULA FULGHUM,
CHIEF INNOVATOR**





**MEET AYNLEY PLETCHER,
OPERATIONS DIRECTOR**



PRACTICE WHAT WE PREACH!

Bringing Benefits to Life in a Virtual World



FOCUS ON THE
WORKFORCE



WORKLIFE
BALANCE



ATTRACTING
TODAY'S TOP
TALENT



KEEPING
BENEFITS
UNIQUE



WORKPLACE
WELLNESS



PROVIDING
PURPOSE

Where
has the
focus
been?

10 years....all about ACA and affordability

Avoiding penalties

Minimal benefits



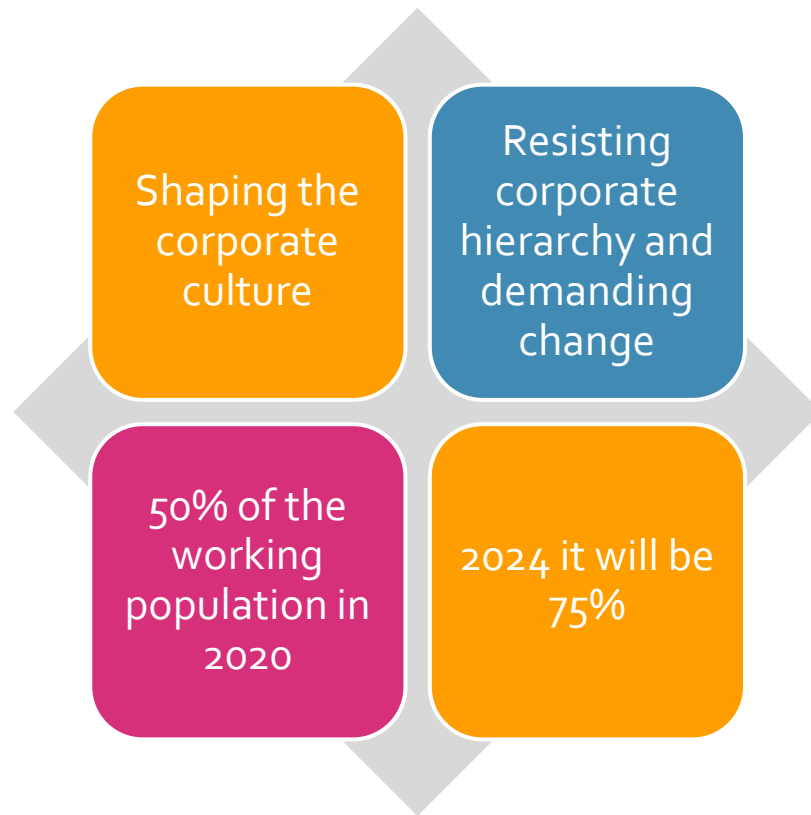
Employees have taken
benefits for granted



Volume vs. value



Lack of understanding



FOCUS ON OUR WORKFORCE:



Millennial Video:

- <https://youtu.be/nH-cjGRo2go>

GENERATION



Questioning Nature



Technology=
Information Increase=
Fuels Desire



Meaningful work

Work-life Balance



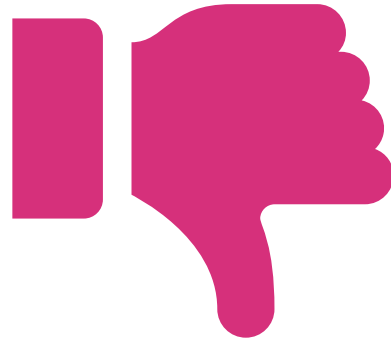
- 80% of millennials consider career choice & work-life balance
- Internal struggle between a successful career and life fulfillment outside of work
- Demanding flexibility

***THEY WANT TO BE
HEARD, AND WE HAVE TO
LISTEN...***

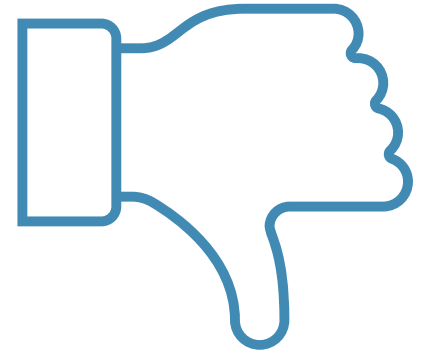
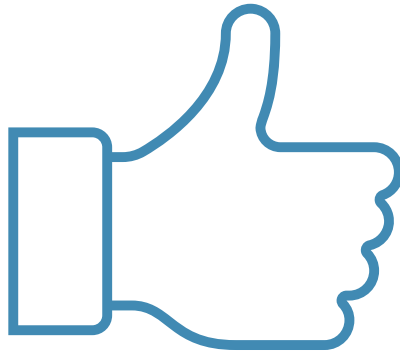
Getting Their Attention

- Social Media
- “Social Media is a virtual tapestry wherein any user can find their niche”.
- Traditional mainstream news publications are a thing of the past






IF YOUR COMPANY HAS AN INSTAGRAM ACCOUNT!



TIKTOK ANYONE?



Fastest growing
social media
app...ever

June 2021, Tik Tok
announced
Recruitment Pilot
Program

New channel for
recruitment & job
discovery

#careertok



#Careertok

- [Video Resume](#)

K.I.S.S (Keep it short
& simple)

Employee Input

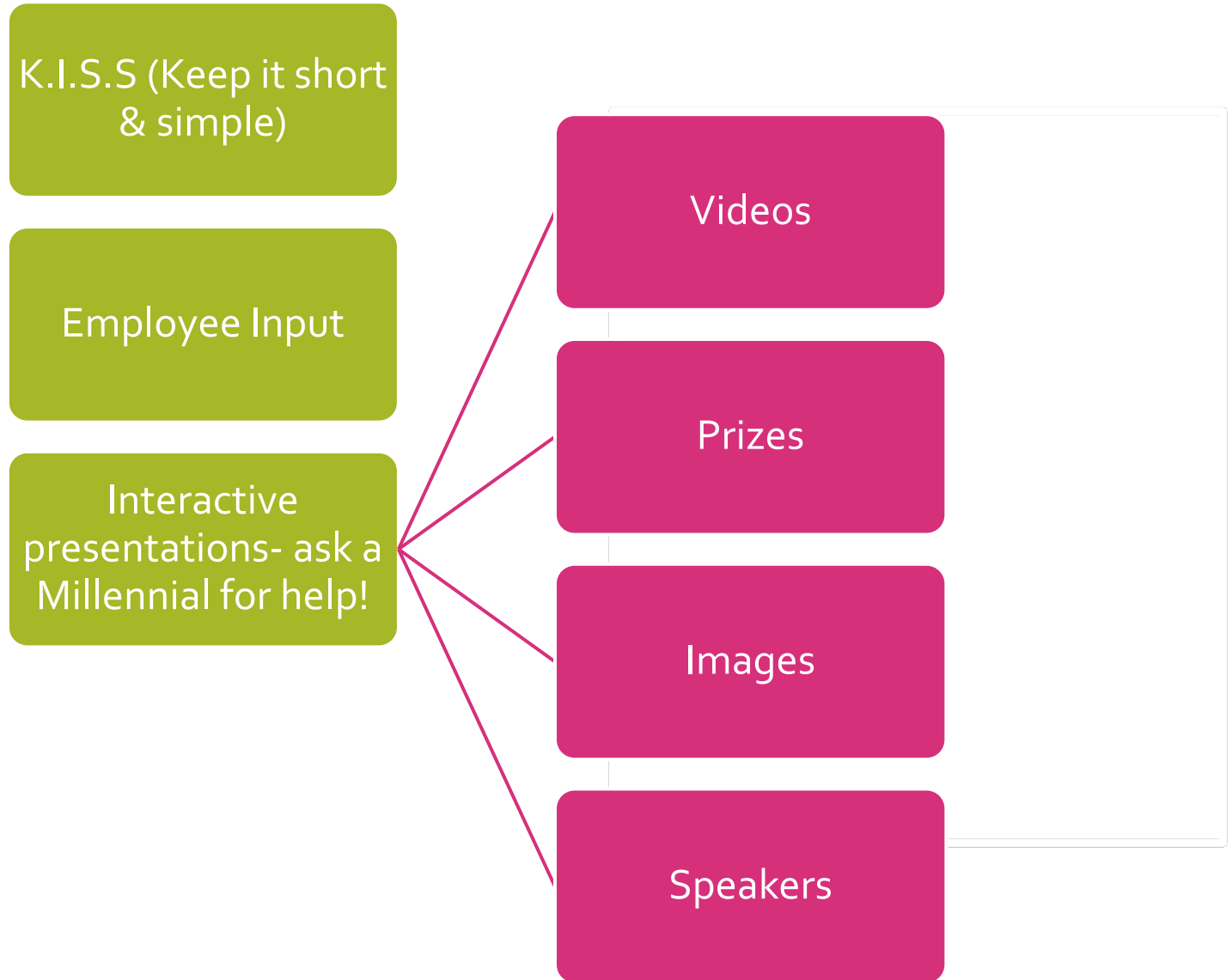
Interactive
presentations- ask a
Millennial for help!

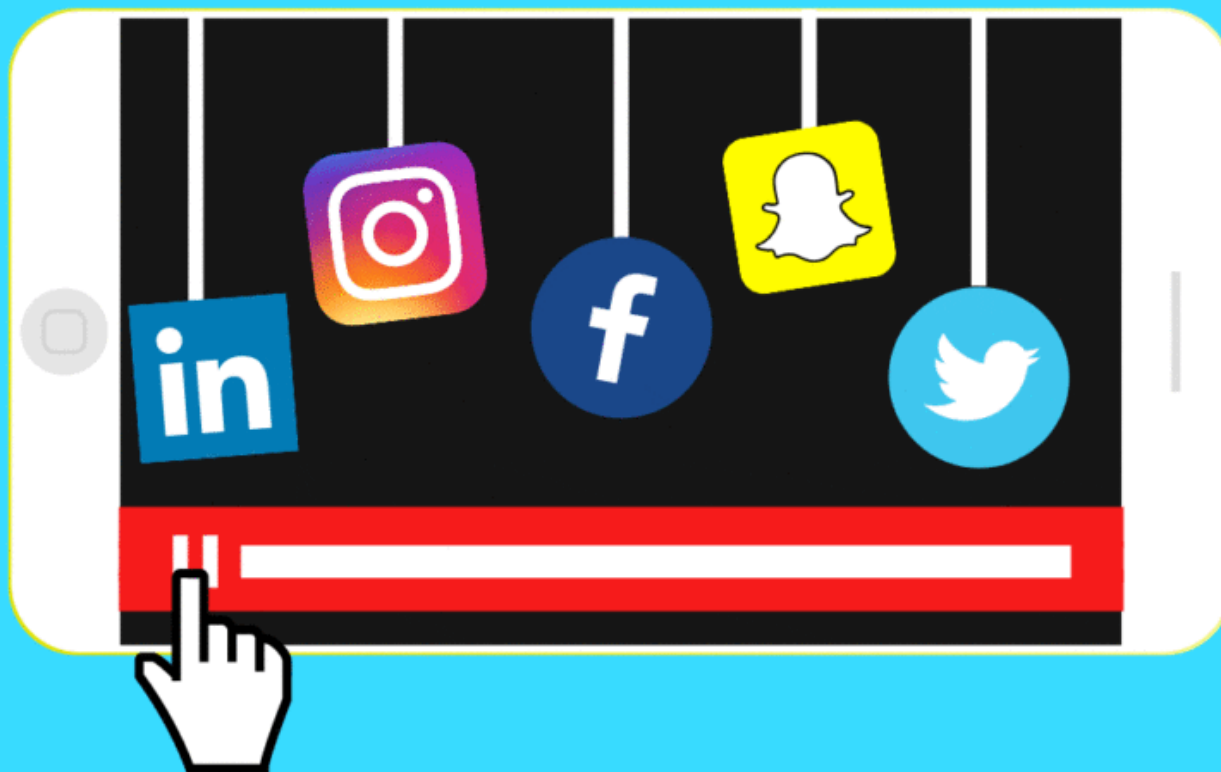
Videos

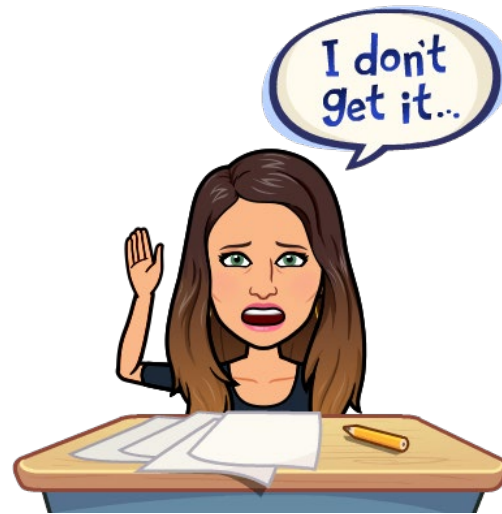
Prizes

Images

Speakers







NOT READY FOR TIK OR INSTA YET?



Good Morning, Paula!

Grab a cup of coffee and let's get some work done.

It's good to see you.

Shortcuts



View Profile



Document Library



Enrollment Summary



Life Events

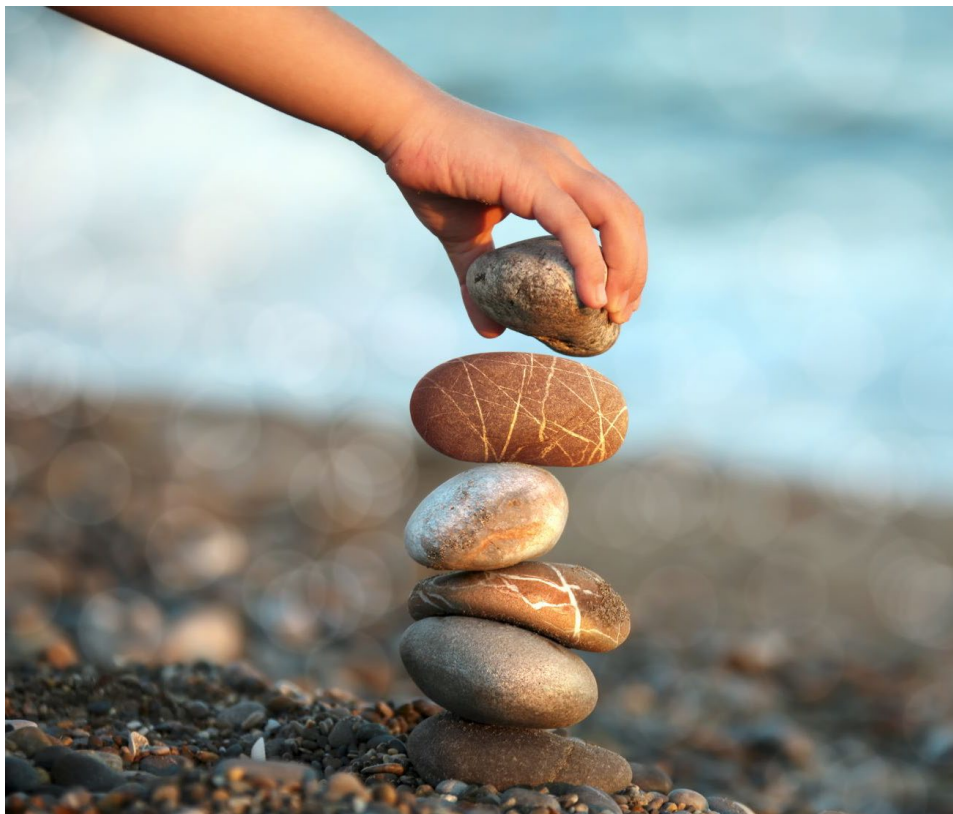


Total Compensation
Statement

TECHNOLOGY IS OUT THERE!

Before we dive in...

- <https://youtu.be/7oWfo4D6eOU>



Family Matters

The background of the slide features a soft-focus image of two hands cupping a white silhouette of a family. The silhouette includes a man, a woman, and a small child, all holding hands. The hands are light-skinned and appear to be gently cradling the family figure.

Childcare benefits

Educational assistance

Paid parental leave



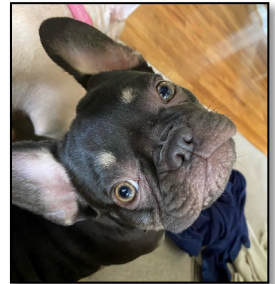
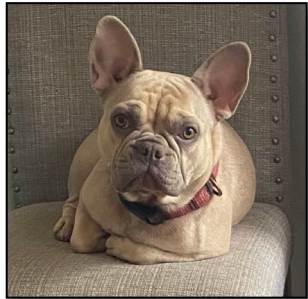
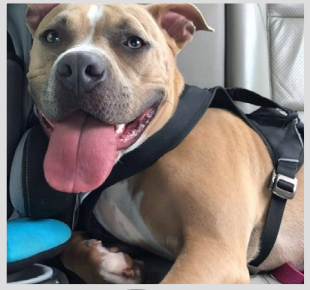
Home is where their heart is

- Group benefits
 - Homeowners Insurance
 - Auto Insurance

What about the other half?

- Younger millennials are putting off having children
- But guess what they do have?







70% OF MILLENNIALS HAVE AT
LEAST ONE PET



DURING PANDEMIC,
ADOPTION RATE



TAKING CARE OF YOUR
EMPLOYEES, MEANS TAKING
CARE OF THEIR PETS

Workplace Wellness

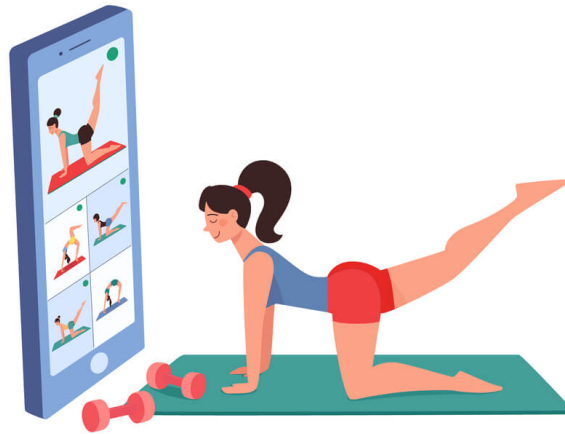


Tech Savvy



Holistic

Wellness Can Be Virtual!







“Expanding access to Peloton’s industry-leading health and wellness community builds upon our commitment to developing digital health resources and consumer-centric benefits to help people live healthier lives.”





-
-
-
-
-

Why unique benefits matter

Recruit &
Retain

Creates
Loyalty

Increase
productivity

Healthier,
happier team

It worked for
Johnson &
Johnson!

Behavioral Health & Employee Support




- Job related stress= nations leading workplace health problem
- 4-10 adults= symptoms of anxiety or depression in 2020
- Difficulty sleeping, eating, worsening of chronic conditions



We have to do better!

- Virtual Counseling 24/7
- Onsite resources
- Invest in them and they will invest in you



**Actions speak
louder than
words**



VOLUNTEER TOGETHER!

Social Consciousness & Giving Back





Volunteering matters!

50% of your
workforce

By 2024, 75% of
your workforce

money and
benefits aren't
enough anymore

Prefer to work
remote

Work/life balance
is a top priority

Traveling the world
is the highest
priority for 57%

PTO days specifically
for volunteering

Options for Team
and Individual

Give employees a
voice when it comes
to who and where

Share experience
with your team and
company

It's great PR !

Volunteering Tips



REVAMPING & RETHINKING PTO

It's not new...but it's urgent

People aren't taking a vacation

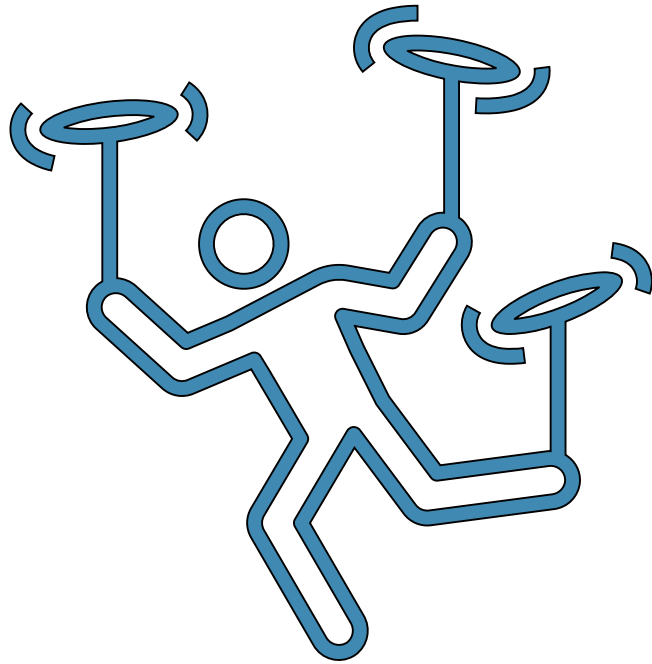
Corporate burnout

Growing liability

Increase of mental health conditions

Lack of productivity





PTO Anxiety...it's a thing

- fear of taking time off
- Working longer days = more stress & less productivity
- Taking a guilt trip, not a vacation
 - 62% fear being judged by their Bosses for taking time off



DID YOU KNOW?



It's Time for a change...





innovateHR
TRAVEL CLUB
WORK HARD PLAY HARD

<https://www.youtube.com/watch?v=AR3ZJRkpTw4&t=31s>

Quiz Time!

- What image is in the InnovateHR logo?
 - What is Paula doing in her Bitmoji?
 - Name the company who is offering Peloton memberships
 - What exercise studio do Kiersten and I go to in Greenville, SC? (hint the name was on the wall)
 - What is my Puppy's name?
-
- Send answers to: benefits@innovatehr.com for a chance to win 2 FREE MONTHS OF innovateHR TRAVEL CLUB!





THANK YOU FOR JOINING!

WWW.INNOVATEHR.COM

Resources

- www.chop.edu "Researchers Find Association between Financial Strain Due to Covid-19 and Depression". May 2021, CHOP News
- <https://speakingaboutpresenting.com/> "7 Ways to keep your audience attention during your presentation", Olivia Mitchell
- www.mayoclinic.org "Exercise: 7 Benefits of Regular Physical Activity" May 2019, Mayo Clinic Staff
- www.goremotely.net "39 Fascinating Millennials in the Workplace Stats in 2021". September 2020, Aleksandar Dimovski
- www.hbr.org "Volunteer Programs That Employees Can Get Excited About". January-February 2021, Jessica Rodell
- www.forbes.com "American Workers Are Afraid To Take Time Off, New Study Finds". May 2021, Bryan Robinson, PH.D
- <https://newsroom.tiktok.com> "Find A Job with TikTok Resumes"
- unitedhealthgroup.com/newsroom/2021 "United Healthcare to Provide Millions of Members with Year-Long Access to the Pelonton App", United Healthcare

Reminders

- Next meeting, September 9 – Onsite & Offsite Safety Concerns
Jeff McKissack, President, Defense by Design

- Like and Follow our new LinkedIn Page
<https://www.linkedin.com/company/dfw-iscebs-chapter/>

- Become a member! It's easy to join! www.ifebp.org/membership

- Join our 2022 Board! Join a great team, we have a variety of positions available
Email ursulavpoley@gmail.com

CEBS Compliance

This program qualifies for CEBS Compliance credit

Be recognized for the professional education you complete
to stay up-to-date

30 credits over two calendar years to be compliant

Most credits are self-reported www.ifebp.org/myprofile

Follow the prompts on the orange box to report your credits

