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The Ties That Bind- Linking Benefits to Your Goals

To achieve revenue and marketing objectives, an organization uses proven sales techniques, consumer research and product advertising to convey a message. The same process can be applied to the company's benefits. A strong benefits package helps to attract qualified candidates, retain employees and boost company morale.

We know we're preaching to the choir when we say that benefits exist for a good, solid business reason. Otherwise many organizations would gladly eliminate benefits – and the financial and administrative headaches that go with them – from their operating budgets.

Therefore it just makes good business sense to reinforce the important role benefits play in an organization. Using communications to link benefits to the organization's goals helps to:

- **Provide employees with a rationale for why benefits exist in the first place.** Just as machinery, computers and other equipment are needed to create a product or provide a service, benefits are used to attract the appropriate workforce to operate the machinery or provide the service. Benefits go hand-in-hand with the company's ability to fulfill their goals.
- **Explain why any change, such as benefit reductions or increased contributions, is happening.** There is a direct link between controlling an organization's benefits expense and the ability to stay competitive within their product market. Clearly as benefits are one of the costs of doing business, often it becomes necessary to reduce benefits or increase employee contributions in order to remain competitive.
- **Show employees that the change isn't arbitrary or personal.** Despite some of the cynicism presented by the press, benefits aren't reduced and contributions aren't increased because an employer is mean-spirited or greedy. Rather it's done with a purpose in mind that impacts the way the company operates, its profitability or its growth. It's important to remind employees that the change is being made after careful consideration and that it will contribute to the success of the company.

Often, benefit communication focuses on benefit changes, enrollment, contributions and other seemingly routine issues. All of these are important, but if that's all we communicate, we might be missing out on a golden opportunity to weave into our messages the part benefits play in fulfilling the organization's goals.

Visit our [website](#) for more benefit communications advice.