

# Re:Me

Practical steps for HR to create a sense of belonging



The world has changed so much recently, and our Re:Me report shares the 4Rs we've identified to help employers understand the shift that's taken place and what's important now. Our guide for HR takes this one step further, providing practical steps to segment employees and understand their new needs. Plus, it explores how employee benefits can be tailored to help meet new demands, create a culture of care, and foster a greater sense of belonging.

## Through our latest research, this guide helps organisations to:

- ✓ Demonstrate why they need to evaluate their current offering
- ✓ Identify alternative ways to segment their workforce
- ✓ Find ways to make structuring benefits easier
- ✓ Take tangible actions including quick wins to deliver change.

## Finding new ways to segment staff to meet their changing needs

The shift that's taken place in the workplace as a result of the pandemic has been seismic. It now presents the perfect opportunity to revisit wellbeing and benefits strategies to ensure they best meet the new needs of employees. But with so much that's changed, it can be difficult to know where to start.

Our guide is here to help, and it explains simple ways for employers to consider segmenting their workforce. However, age demographics alone may be misleading. Together with key focus areas, employers can help identify the themes and challenges most prevalent to them and therefore how benefits may best be adjusted.

One size does not fit all – it's about looking at everyone as a unique individual. This can help to make sure staff feel they're being listened to as individuals, and can help increase productivity and sense of belonging. With talent using the pandemic as an opportunity to reassess their career and next steps, the power of individualism cannot be underestimated and the time to act is now.



### Segmenting by age

Whether it's 18-29-year-olds and their **desire for job security**, or the over-50's need to **focus on their pension**, there are ways to structure packages to suit based on generational splits. However, this alone doesn't cater for key themes, which may impact multiple generations – meaning one benefit could be tailored to meet many needs. We explore this in our focus areas.

### Segmenting by focus area

Employers can leverage their insight on their workforce to identify those with similar needs, regardless of age. That's where segmenting by focus area can help. Whether you have solutions for families, flexible working or more, it's handy to have these prepared so everyone can get what they need. This helps to drive the culture of care and help create a greater sense of belonging. Our guide goes into more detail around the focus areas our research has identified.



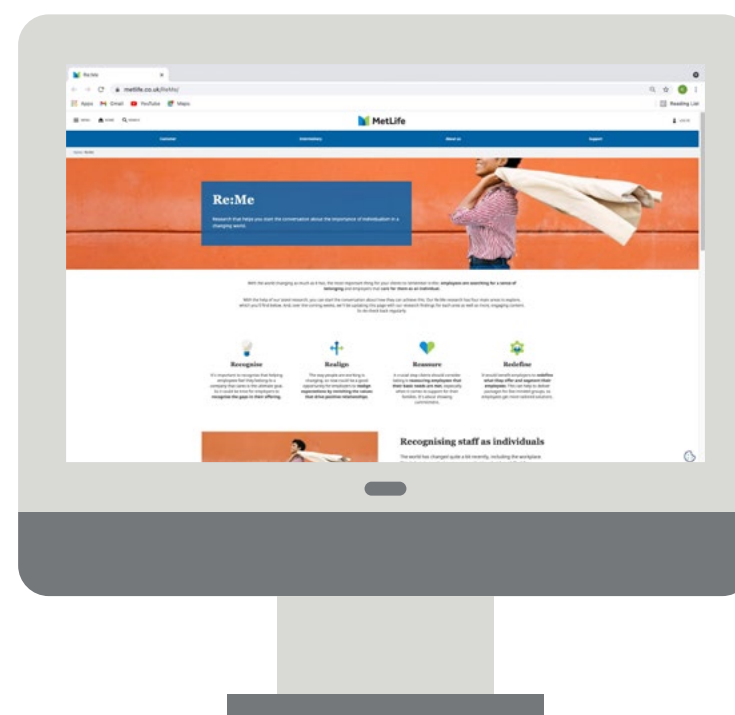
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## Getting started

As said previously, knowing where to start can be daunting. These simple questions will help to get organisations thinking about their next move:

- Are the majority of your staff within a specific demographic?
- Have you seen any changes or trends in the last 18 months around staff retention?
- Has the last year revealed any gaps in your benefit offering?
- To what extent has your company noticed a change in staff productivity lately?
- How do you communicate your benefits – is it one size fits all or do you segment your communication approach?
- What is the data from your staff sentiment surveys showing? Can you identify any new needs from this?

The role of the adviser is critical to help bring these discussions to the table with clients. Ultimately, the actions each organisation takes will be specific to them as they take into account the individuals that makes up their workforce. One size does not fit all, so taking steps to meet the new needs of employees is the most important thing. The world of work has no doubt changed permanently due to the pandemic, but now is the time for employers to adapt and change with it.



Our [Guide to Creating a Sense of Belonging](#) is now available. Plus, visit [metlife.co.uk/reme](https://www.metlife.co.uk/reme) for more insights, materials and our report.



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