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Insights from the Next paper titled:
Flux Benefits: The employer-employee
relationship and plan sponsorship
in a post-pandemic Canada



Attracting top talent: Insights from 1,500+ working Canadians

Find out what 1,535 Canadian workers have to say about the benefits they want.

To access all the findings, read the full Next paper.

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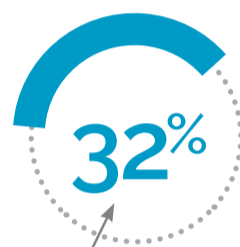
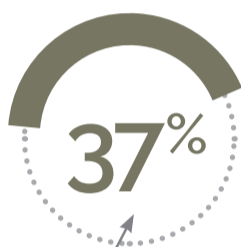
Canadian workers have diverse priorities when it comes to workplace benefits

When asked to rank their most desired employee benefits:

prioritize "more generous coverage of prescription drugs, dental, vision care, and basic employee benefits."

emphasize savings plans for short-term financial needs.

seek discount/perk programs for day-to-day savings.

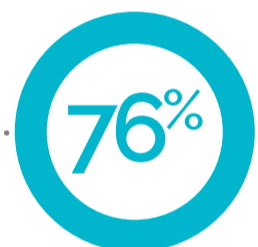
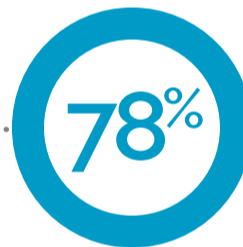
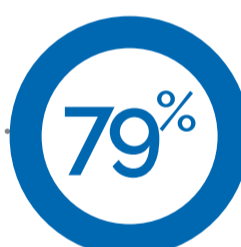


prefer benefits supporting flexible work schedules and non-traditional arrangements.

value programs promoting employee and family health.

Flexibility and adaptability are key

Workers were asked what kind of benefits would make them want to work for a company:



say that programs that accommodate flexible work schedules, sabbaticals and other non-traditional work arrangements would make them more likely to work for their employer

said the same about discount/perk programs to help employees save money on day-to-day expenses

said the same about savings plans to help employees save for short-term financial needs.

say programs to promote the health of family.



Meeting employee needs through plan sponsorship

Plan sponsorship plays a crucial role in the talent competition and can greatly impact a company's success, especially for industry leaders. Offering personalized benefits focusing on flexibility, adaptability, and diverse preferences gives employers a competitive edge, serving as a winning strategy in the ongoing talent war while positively impacting employees' lives.

Explore the full paper

Interested in how your employee benefits plan can respond to the diverse preferences and needs of workers? Read our full Next paper for insights and strategies to attract and retain top talent in the competitive job market.

[Read the full Next paper.](#)