

HR CONNECT

LEADING CHANGE IN A NEW ERA

Total Rewards in Turbulence: Aligning People, Purpose, & Performance

Moderated by: Allison Ebner





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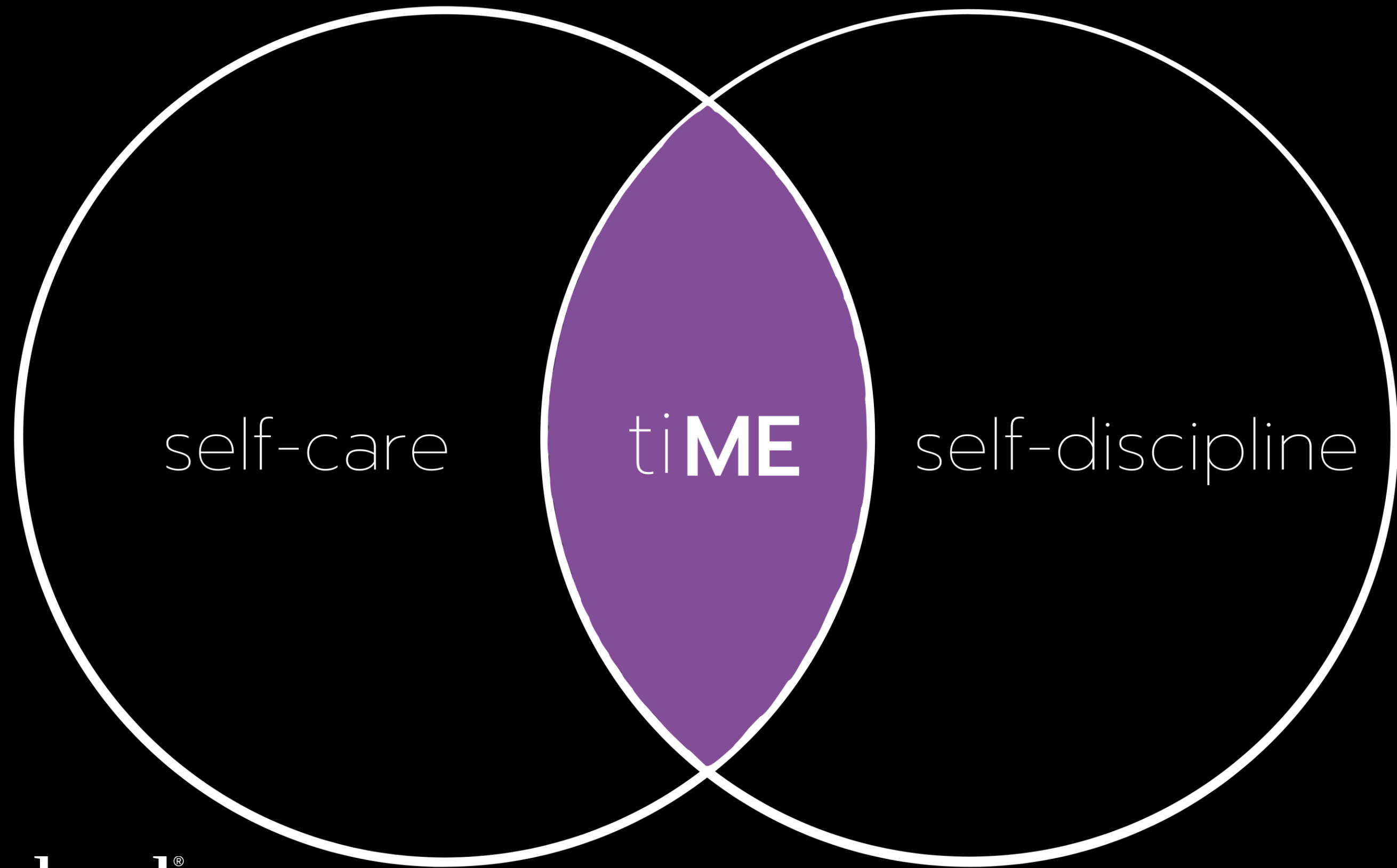


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- Learning and development has become the cornerstone of competitive total rewards, with skills advancement serving as the new currency for retaining talent.
- Organizations integrating continuous learning build internal talent pipelines while reducing hiring costs and improving retention through career progression opportunities.
- The future requires personalized development pathways that align individual aspirations with business needs, transforming learning into a strategic investment.



Benefits Blueprint Process

A SMARTER APPROACH TO BENEFITS STRATEGY



The Process:

Phase 1: Discovery

Understand where you've been, where you are, and where you want to go – then use this insight to shape a strategy inspired by your organization's goals and what your best-performing peers are doing.

Phase 2: Blueprint

Generate a customized plan aligned to your goals, backed by proven strategies, innovative tools, and a flexible framework that evolves as you do.

Key Performance Indicators

Measure success across eight key areas:



Cost Containment

Lower costs through smarter funding and plan design.



Communication

Boost employee engagement with targeted education.



Lifestyle

Tailor benefits to meet employees' everyday needs.



Wellbeing

Support mental, physical, and financial health.



Advocacy

Real-time help navigating healthcare and claims.



Technology

Simplify administration with integrated systems.



Retirement

Strengthen retirement plans with strategic support.



Compliance

Stay protected with expert compliance resources.

WorldatWork[®]
Total Rewards Association

Future-Focus Compensation Initiatives

- Skills-Based Pay and Rewards
- Fairness, Equity and Transparency
- Agility in Economic Uncertainty
- Personalization and Employee Choice (Emerging Trend)



ELISSA C. O'BRIEN,
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Vice President, Membership
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EMPLOYEE RECOGNITION AS STRATEGY

SARAH LEE

*DIRECTOR OF PEOPLE OPERATIONS, HENDLER FAMILY BREWING COMPANY
VICE PRESIDENT, MASSACHUSETTS BREWERES GUILD*

THE ROI OF RECOGNITION

- **Mediocre culture is *value destructive*, not neutral**
- **Retention** – cost savings, knowledge continuity, loyalty
- **Productivity** – stronger performance, sense of ownership, better organizational effectiveness
- **Engagement** – innovation, resilience, strong morale

RECOGNITION AS STRATEGIC, NOT JUST “NICE TO HAVE”

- **OpEx: Temporary Morale**
 - Short-term spend, quick boosts, perks & fixes
 - Leaky ROI = easily cut from budget
- **CapEx: Lasting Advantage**
 - Long-term investment, embedded & structured, scalable
 - Trackable ROI = harder to cut, foundational

BUILDING CAPEX CULTURE

- **Anchor in Mission, Values, & Goals**
- Align stakeholders (Who is recognizing? Who is recognized?)
- **Measure what matters** (KPIs) to achieve ROIs
- Invest intentionally – **durable, cost effective, scalable**
- Embed rituals: **consistent, prompt, specific**

CAPEX CULTURE IN ACTION

- Aligned strategy → authenticity & loyalty
- Capital investment → efficiency & profitability
- Compounding returns → resilience & growth preparedness

Culture → Recognition → Behavior → Results