

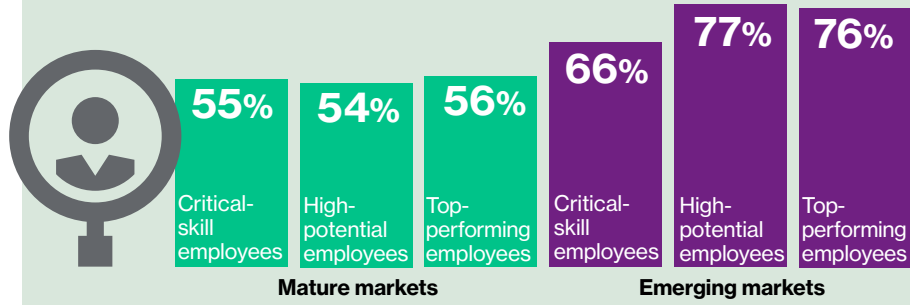
Optimize Total Rewards to gain a talent advantage

In the new world of work, getting rewards right means the difference between competing effectively in the labor market and being left behind.

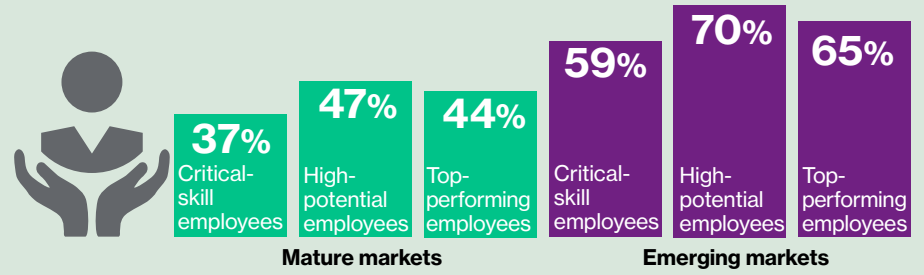


Many employers globally experience increased pressure in hiring and retaining the highest-priority employees.

Percentage of employers saying **hiring challenges** are increasing



Percentage of employers saying **retention challenges** are increasing

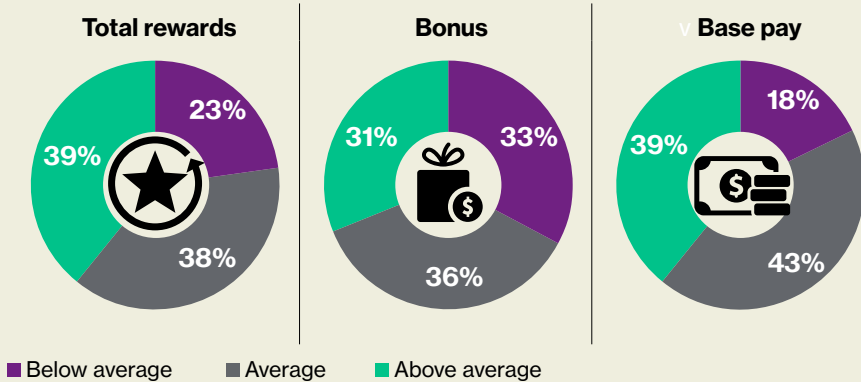


Regardless of the economy in which an organization is operating, challenges persist.

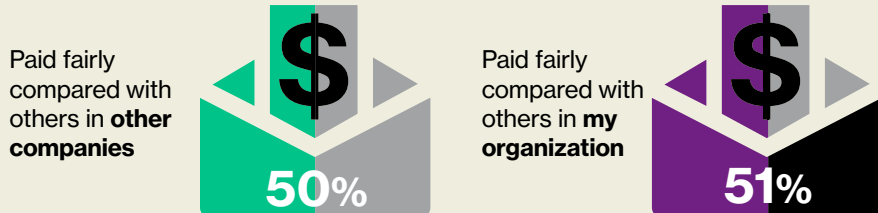
Rewards are critical for attracting and retaining key contributors, yet employers continue to fall short of employee expectations.

While most employees think they are paid at or above market...

Overall, how do you think the value of each of the following compares to that offered for similar positions in other organizations?



...Only half think pay is fair.

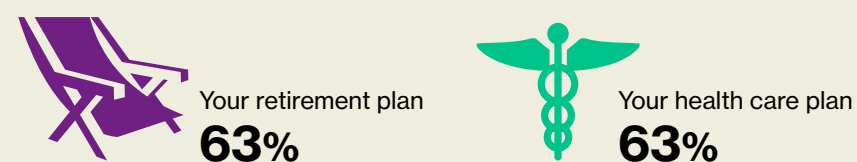


Career development opportunities remain elusive.



Employee satisfaction with key benefits is lackluster, hovering below two-thirds.

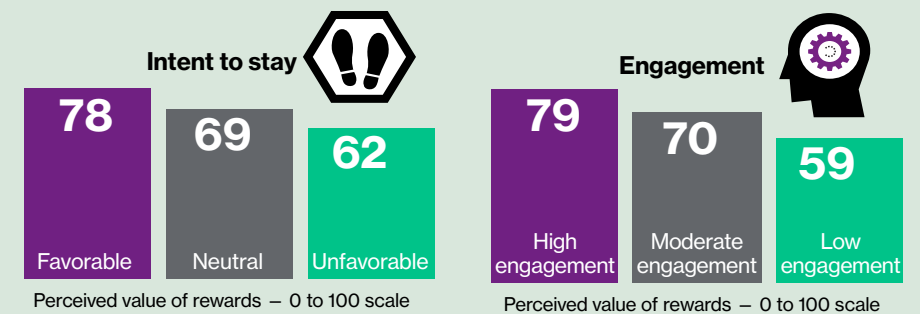
Percentage satisfied/Very satisfied



Uncover opportunities to improve Total Rewards and build a talent advantage.

Companies that have used Willis Towers Watson's Total Rewards Optimization (TRO) methodology to understand and address rewards issues have improved the perceived value and motivational power of their employee value propositions.

This client example shows that higher perceived value of rewards is related to greater employee engagement and intent to stay.



"TRO was the launching point for defining our employee value proposition. The information we gleaned was invaluable; it has helped us challenge some of our preconceived notions. What we learned has been both powerful and actionable."

– Vice President, Global Rewards and Talent Acquisition, an international semiconductor manufacturer

Get started with TRO by following these steps.

- Understand which rewards your employees value most and least.
- Look across workforce segments to identify differences among the rewards preferences of employees, and the impact of those preferences on their behavior.
- Know how much to invest and where to get the best possible results for the smallest possible investment in your rewards programs.

Our TRO tool makes this analysis easy and accurate. To learn more, visit our website and contact your Willis Towers Watson consultant.

Sources:
2016 Global Talent Management and Rewards Global Workforce Studies
2016 Global Benefits Attitudes Study
2015/2016 Global Staying@Work Survey