

## 10 Tips for Creating the Right Benefits Package

1. Design a package that BOTH attracts talented candidates AND motivates and retains employees to perform
2. Recognise that not everyone is motivated by money. Everyone will have different triggers, so providing a range of options will make it easier to keep a diverse workforce happy
3. Always keep in mind that your benefits package should be working FOR your business, not throwing money away unnecessarily
4. Keep an eye on what the competition is offering, so that you remain competitive
5. Take advice to make sure you take advantage of tax-efficient benefits to help both your business and your employees
6. seek the opinions of your employees, candidates, ex-employees to make sure your benefits package is doing its job
7. Make sure you keep the balance between treating everyone equally yet also treating them as individuals
8. Sell your benefits package in your recruitment adverts and materials – otherwise it can only do half a job!
9. Be aware that some long-term benefits might have the effect of making de-motivated employees stay with you for longer so that they get the benefit, but not make them any more motivated. That means you will need to manage performance properly at the same time
10. Make sure you regularly review your benefits package to make sure it still works, supports your business and is competitive

### About the author

Chantal Walton is a Director of HR on Tap Ltd, focusing on helping businesses to increase profits through people.

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