

Innovation generation: priorities for North and Latin America

Innovation provides a competitive edge

For many organizations in North and Latin America, attracting and retaining talent is still their top priority. Their main benefits objectives are focused on incentivizing their workforce to drive business performance.

Top three benefits strategy objectives in **North America**:

- 1. Attract and retain talent
- 2. Promote employee health & wellbeing
- 3. Drive business performance

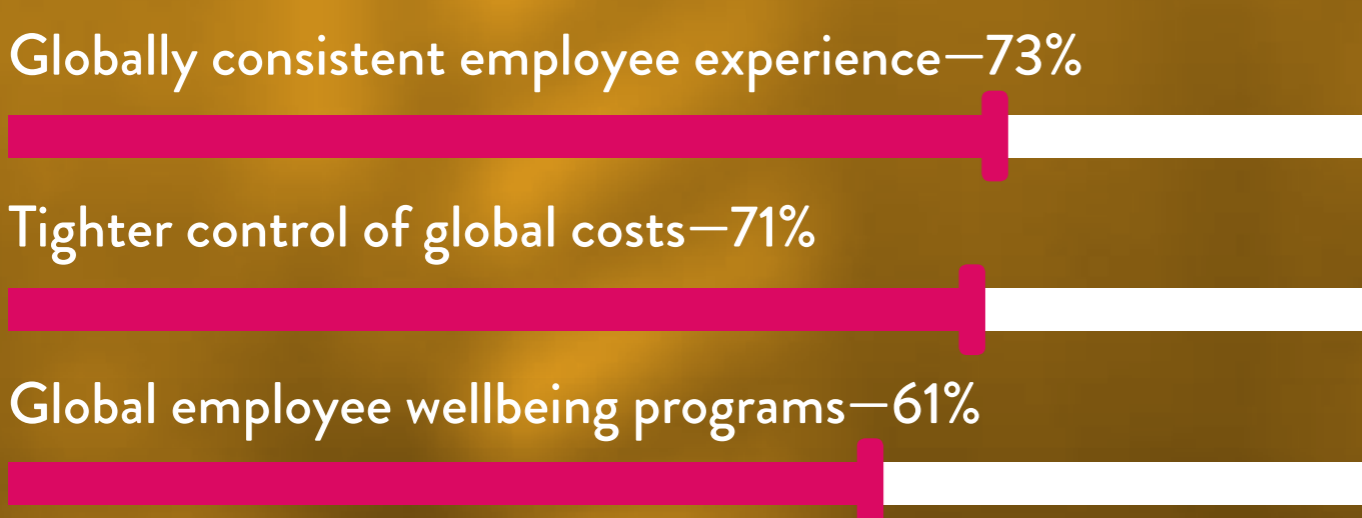
AND

Top three benefits strategy objectives in **Latin America**:

- 1. Attract and retain talent
- 2. Drive business performance
- 3. Enhance employee engagement

Operationally, they're putting their efforts into global issues to enhance the overall benefits experience and meet business requirements:

High priority operational objectives in **North America**



High priority operational objectives in **Latin America**



What success looks like for HR professionals in **North America**:

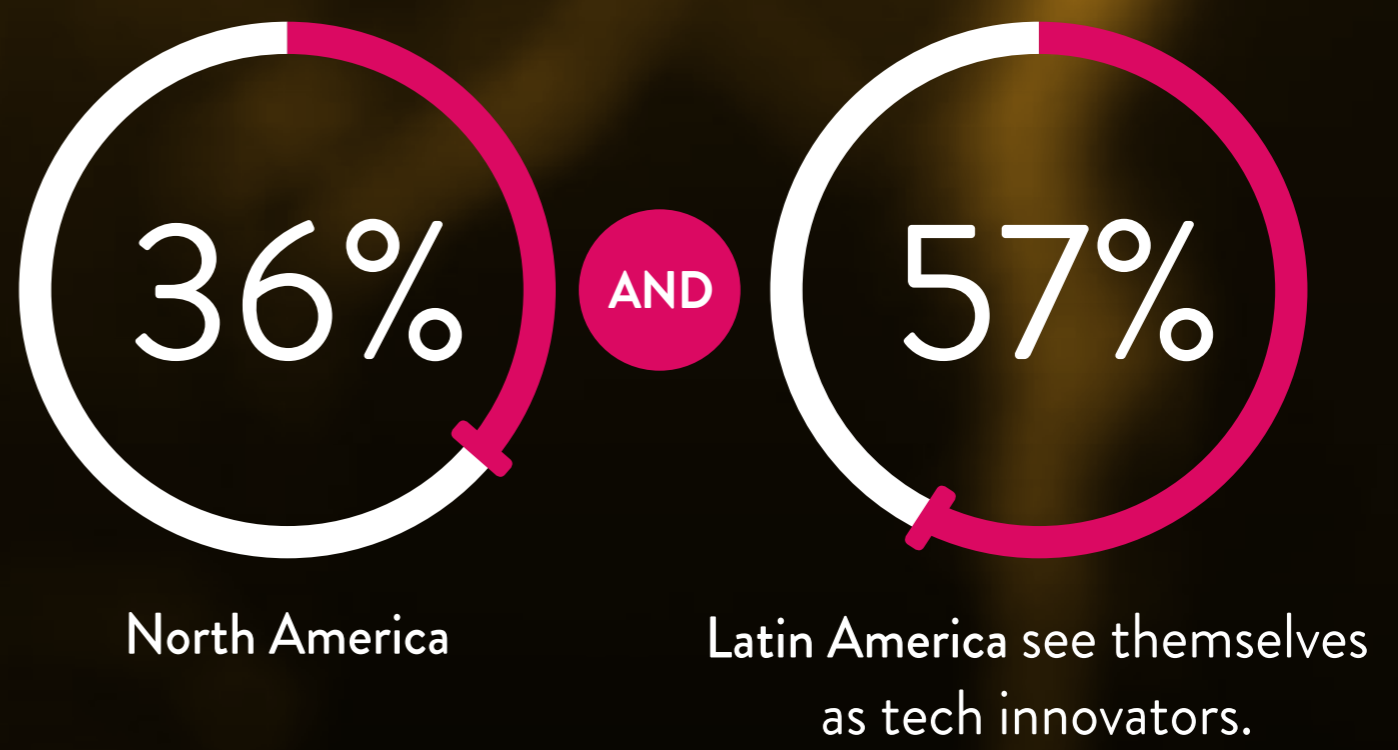
- 1. Industry recognition as a top employer
- 2. Attracting and retaining the right talent
- 3. Being known as a HR leader among industry peers

AND

And in **Latin America**:

- 1. Creating a sense of well-being for employees
- 2. Being known as a HR leader among industry peers
- 3. Industry recognition as a top employer

So how are they achieving these objectives?
They're staying ahead of the curve



Focus on global

Whilst every local market has its own priorities, the Americas are increasingly recognizing the benefits of a global approach as over a third of organizations:

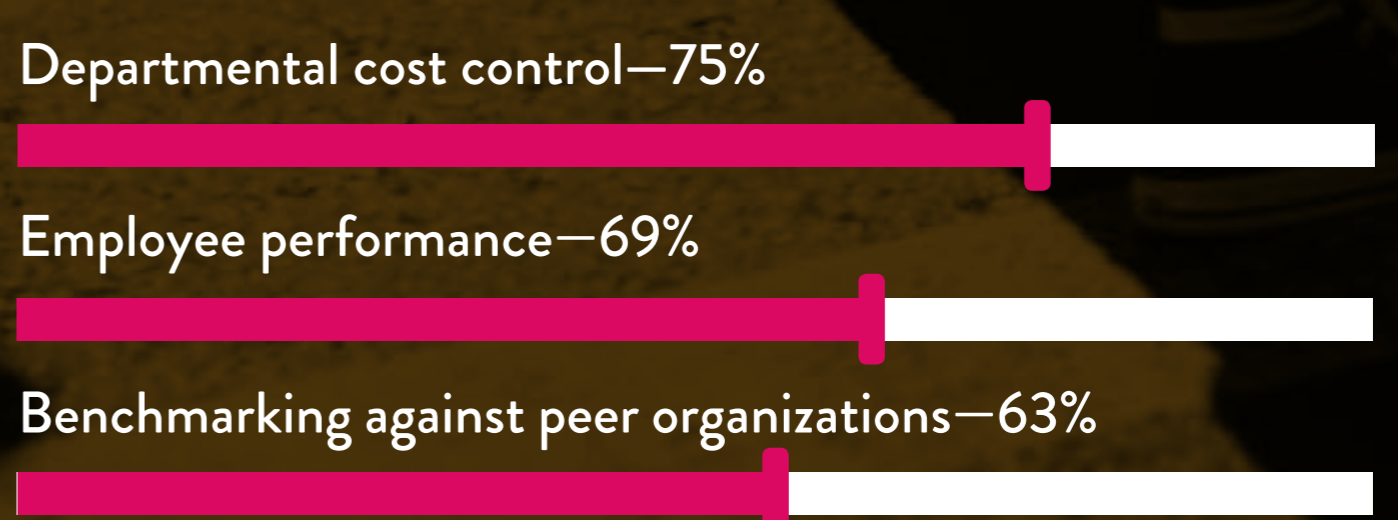
- Administer employee benefits globally
- Purchase benefits technology globally
- Devise and roll out benefits strategies

Global solutions with local relevance

94% of organizations in North and Latin America see value in having the ability to try out new apps without disrupting the employee experience. This allows for global solutions with local relevance.



82% of North and Latin American organizations are currently collecting employee data, but they're failing to use it effectively, only focusing on:



At the expense of real indicators of employee experience and engagement.

North and Latin American HR teams are placing a higher priority on global issues including providing a consistent employee experience. They're utilizing tech to deliver a more tailored employee experience, and are working towards harnessing the power of data to drive employee engagement.