

EXECUTIVE Q&A ON BENEFITS

April 2018

Publish Your Top Executive's Vision on Benefits!

Overview

Human Resource Executive's® Executive Q&A on Benefits offers a unique opportunity to tell over 75,000 Print, 54,000 App and 100,000+ Digital Edition HR decision-makers what your top executive thinks about the benefit industry.

Don't miss your opportunity to be part of the new Executive Q&A on Benefits. Published in the April 2018 issue of *Human Resource Executive*. This is your chance to answer questions from our editorial department on the state of employee benefits.

Includes:

When you buy 1 tabloid advertisement in the April 2018 issue you'll receive:

THOUGHT LEADERSHIP

WHAT'S AHEAD
Editorial Director
Deborah Power

Financial Stress and Productivity Are Inextricably Linked

Over the past several years, a number of studies have shown that financial stress is a significant barrier to productivity. In fact, a 2013 study by the Center for Retirement Research at Boston College found that employees who experience financial stress are 20 percent less productive than those who do not. This is a significant finding, as it suggests that financial stress is not just a personal issue, but one that can have a major impact on the bottom line of a company.

Productivity Drain
It's a common-sense notion: When employees are stressed, they are less productive. But the impact of financial stress on productivity is often underestimated. A 2013 study by the Center for Retirement Research at Boston College found that employees who experience financial stress are 20 percent less productive than those who do not. This is a significant finding, as it suggests that financial stress is not just a personal issue, but one that can have a major impact on the bottom line of a company.

According to a 2012 MetLife study, 49 percent of employees report that they count on their company to help with their financial problems. And as a result, 71 percent of employees who count on their company for financial help are more productive than those who do not.

Employees who count on their company for financial help are more productive than those who do not. This is a significant finding, as it suggests that financial stress is not just a personal issue, but one that can have a major impact on the bottom line of a company.

YOUR AD HERE

Adjacent page for your Q&A (650 words), and edited and published by Human Resource Executive®.

Close Date for What's Ahead: February 26, 2018

Executive Q&A on Benefits – April 2018 Issue

Guidelines

Human Resource Executive® is offering a unique opportunity for your company leaders to share their views with more than 75,000 Print, 54,000 App and 100,000+ Digital Edition HR executives who subscribe to the magazine.

Please answer these 3 questions:

1. What are the biggest challenges facing HR leaders today as far as employee benefits is concerned?
2. Where do you expect to see HR and benefits leaders focusing their attention in the coming months as they attempt to address those challenges?
3. What areas of employee benefits are especially ripe for innovation?

Don't miss your opportunity to be part of this Executive Q&A! This is your chance to speak with authority about the issues HR decision-makers care about most!

Below are a few items to keep in mind as you plan to promote your company in this special section.

Maximum word count: Tabloid (650 words), 1/2 Tabloid (350 words)

Deadline: February 26, 2018

- Be sure to answer the posed questions and **don't** write about your company and products. (This is a chance for you to share your strategic vision, and we reserve the right to edit anything that sounds too promotional.)
- We encourage you to have an "officer of the company" to provide responses.
- Make sure you direct your comments to a senior HR executive audience.
- In crafting your responses, we encourage you to be original in your thinking and thought-provoking in your writing.
- Submit your answers as a Word document to Nancy Sicilia at nsicilia@lrp.com. Include your company name, the contributor's name and title, company location (city and state), and url.
- Also, please submit a color photo of the author (save as a TIFF or JPEG at a resolution of 266 dpi or higher). Either e-mail the photo or send a hard copy to Nancy Sicilia, Human Resource Executive, Talent Management Outlook, 747 Dresher Road, Horsham, PA 19044.
- We will select artwork that helps to illustrate your responses. The section will be attractively presented. Our art director and editors will select, with care, a photo or illustration that complements your topic.