



Stay HR Savvy with HR Elements®

Welcome to the UBA Partner Firm exclusive monthly newsletter, delivering insights into timely human resources and employee benefits topics.

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- Employee Benefits | Bridging Generational Gaps in Benefits Design
- Workplace Culture | Building Engagement Through Clear Leadership
- Dear HR Manager | Keeping the Team Engaged

Employee Benefits | Bridging Generational Gaps in Benefits Design

[The U.S. workforce now includes five distinct generations, each with different expectations for benefits, career development, and technology use.](#) This is no longer a future trend, it's today's reality. Without intentional strategies, benefit programs risk alienating parts of the workforce and weakening retention.

Design Benefits for Flexibility

Needs shift dramatically across age groups, so static benefits packages often fall short. [A one-size-fits-all program no longer works.](#) Start by mapping your workforce by generation and reviewing benefits usage patterns to spot under- or over-utilized offerings. Introduce modular voluntary benefits that allow employees to choose what matters most to them, from mental health resources and fertility benefits to retirement planning and long-term care coverage.

Healthcare claims data can highlight age-specific needs, such as preventive care or the management of chronic conditions. By targeting investments where they have the most impact, you can improve both satisfaction and cost efficiency.

Make Skills Development a Cross-Generational Connector

Development is a shared need, but preferred formats vary widely. Employees of all ages can build skills quickly when the content is relevant and accessible. Offer multiple learning formats, self-paced digital courses for those comfortable with tech, and live or hybrid workshops for employees who prefer in-person interaction.

Consider launching reverse mentorship programs, allowing younger employees to share their digital expertise while more experienced employees offer industry knowledge and leadership insights. Always connect learning opportunities to clear career paths so employees see how their growth supports both their own goals and the organization's future.

Tailor Communication to Maximize Engagement

Even the most valuable benefits can go unused if employees don't understand or appreciate them. Matching your communication style to generational preferences—digital, mobile-friendly updates work well for younger employees, while in-depth guides or live Q&A sessions resonate with older employees.

Roll out information through multiple channels, such as email, the intranet, and manager talking points, to ensure all employees receive consistent and timely updates. This not only enhances awareness but also reinforces that the organization values the unique perspectives and needs of every generation.

By combining flexible benefits backed by data, skills development that connect employees across generations, and communication that resonates with everyone, HR leaders can leverage age diversity as a powerful advantage. Organizations that take these steps now will be in the strongest position to attract and retain top talent.

Workplace Culture | Building Engagement Through Clear Leadership

Disengagement in the U.S. [costs \\$2 trillion annually](#) in lost productivity. Emotional disconnection affects not just finances, but also retention, performance, and culture.

Make Engagement Intentional

Engagement isn't accidental. Leaders build it by creating environments where employees feel connected, informed, and supported. Programs fail when they rely on surface-level perks or outdated practices.

Engagement improves when:

- Leadership communication is consistent, transparent, and two-way
- Employees see how their work aligns with the organization's mission
- Managers provide regular, meaningful feedback and development opportunities

When people see their role in the bigger picture and leaders invest in their growth, the connection and performance deepen.

A study found companies with [strong engagement and development strategies increased productivity by 24% and retention by 45%](#). These results stem from deliberate planning, not luck.

What to Ask Now

If your engagement strategies feel stagnant, ask yourself these questions and identify at least one concrete action to address each area:

- Are leaders and managers accessible, visible, and actively listening to their teams?
- How is feedback gathered, acted on, and communicated back to employees?

Why It Matters

Engagement is not just about morale—it's a system for driving business results. To elevate engagement in your organization, commit to revisiting your current strategies this week. Discuss priorities with your leadership team and take specific steps that tie daily actions to your long-term vision. Sustained engagement is a leadership responsibility—make it yours.

Dear HR Manager | Keeping the Team Engaged

How do I keep my team engaged when it feels like no one's engaged?

I've been noticing a dip in my team's energy, and I'm unsure if it's just us. People are doing the work, but the spark isn't there. I'm worried about burnout, turnover, and losing the momentum we've built.

– *Concerned but Committed*

Dear Concerned,

You're not imagining it, it's part of a wider trend. Gallup's latest report shows that just [over two out of every 10 employees worldwide feel engaged at work](#), marking the lowest level seen in years.

Start with Manager Connection

Seventy percent of team engagement is tied directly to the manager. That means your role is the most important driver you can control. Schedule regular one-on-ones to check in—not just on work progress, but on how people are doing.

Give Purpose a Spotlight

Low engagement often stems from not seeing the “why.” Connect everyday work to the bigger mission and be specific about the impact your team is having. When employees can see their contribution, commitment rises.

Create Small Wins

You don't have to overhaul everything at once. Introduce one engagement practice at a time, peer recognition, cross-team collaboration, or even a learning challenge. The goal is to rebuild energy step by step, not add more to already full plates.

Even in a tough climate, consistent leadership attention can reignite engagement. You can't control the global stats, but you can change the story for your team.

– *HR Manager*

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