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# Benefits Strategies for Attracting and Retaining Employees

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## EXECUTIVE SUMMARY

*The strategic implementation of employee benefit programs attracts the best qualified candidates for employment. In order to be profitable, a company must provide viable cost effective compensation and benefit packages. The survival of any business depends on how ethically its administrators operate with the best employees as they seek to fill positions in a competitive job market. An organizational workforce plan will help achieve business goals for attracting, retaining and engaging talent. By strategically implementing and communicating a valuable benefits program, the success of the business will be determined by the way the business operates with satisfied talented employees.*

Keywords: Benefits, Compensation, Total rewards, Employee retention