

5 Ways to Win Top Talent Through Better Benefits



A guide for HR leaders to turn well-being into a competitive advantage

Top candidates are seeking out companies that care about their well-being. Wellness programs have become a powerful way to stand out—demonstrating that your company supports mental, physical, and emotional health. The right strategy doesn't just attract top talent—it helps keep them engaged and loyal for the long haul.

Here's how to build a workplace culture that retains top talent:

1. PRIORITIZE MENTAL HEALTH SUPPORT

Employees want more than EAPs—they want access to tools that support their mental and emotional well-being every day.

What to offer:

- On-demand therapy or counseling
- Guided meditations and stress-reduction tools
- Mental health days or “recharge” time off policies

2. PROVIDE ON-DEMAND FITNESS OPTIONS

Today's workforce is diverse in schedule, ability, and location. Offering flexible fitness options ensures your wellness program is accessible to all.

What to offer:

- Virtual fitness classes (strength, yoga, mobility, etc.)
- Short-form movement breaks during the workday
- Wellness app with personalized programming

4. INTEGRATE PERSONALIZED DIGITAL HEALTH TOOLS

Generic wellness programs no longer cut it. Candidates are looking for wellness solutions that meet them where they are and grow with them.

What to offer:

- Digital platforms with tailored wellness plans
- Nutrition tracking, coaching, or wellness habit-building tools
- Dashboards for goal setting and progress tracking

5. FOSTER A CULTURE OF WELLNESS

Wellness isn't just about benefits—it's about daily behaviors. Companies that normalize wellness throughout the organization create a stronger sense of community and belonging.

What to offer:

- Company-wide wellness challenges
- Wellness community groups or channels
- Leadership participation in wellness initiatives

6. HIGHLIGHT WELLNESS IN YOUR EMPLOYER BRAND

Wellness should be visible from the very first touchpoint. Candidates want to know if your company values work-life balance and whole-person well-being.

What to do:

- Feature wellness benefits in job postings and on your careers page
- Include testimonials or data on employee satisfaction
- Share behind-the-scenes content on wellness initiatives in action



**GET YOUR PEOPLE TO
BE THEIR HEALTHIEST**

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