



**Aug 11-14,  
2025**

**Idea Exchange:  
Perks that Work**

**Phoenix, AZ**



**Perks that Work**

# Why Perks Matter

- Increases employee satisfaction & retention
- Promotes a positive company culture
- Helps attract top talent
- Boosts morale and productivity
- Reinforces company values





# Types of Perks

- **Health & Wellness:** Gym Memberships, Mental Health Support
- **Financial:** Bonuses, Retirement Plans, Tuition Reimbursement
- **Lifestyle:** Flexible Schedules, Extra PTO, Floating Holidays
- **Recognition:** Employee of the Month, Service Awards
- **Convenience:** Snacks/Beverages, Meals, Employee Discounts



# What Makes a Great Perk?

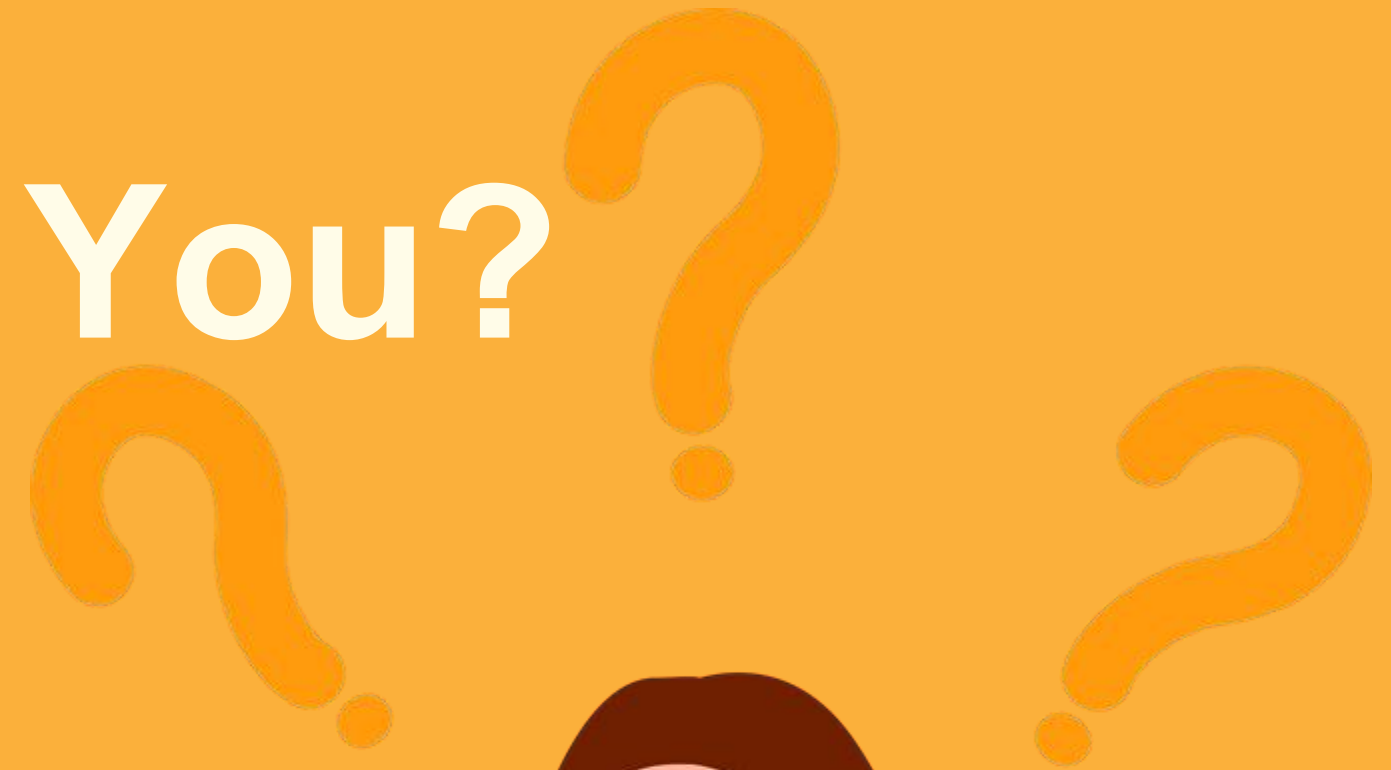
- Low-cost, high-impact
- Easy to start and easy to repeat
- Reflects your values as a business
- Speaks to what your team actually needs

## Identifying New Perks

- Employee surveys and suggestion boxes
- Benchmarking competitors/industry leaders
- Reviewing generational/workforce trends
- Assessing team needs by department or location

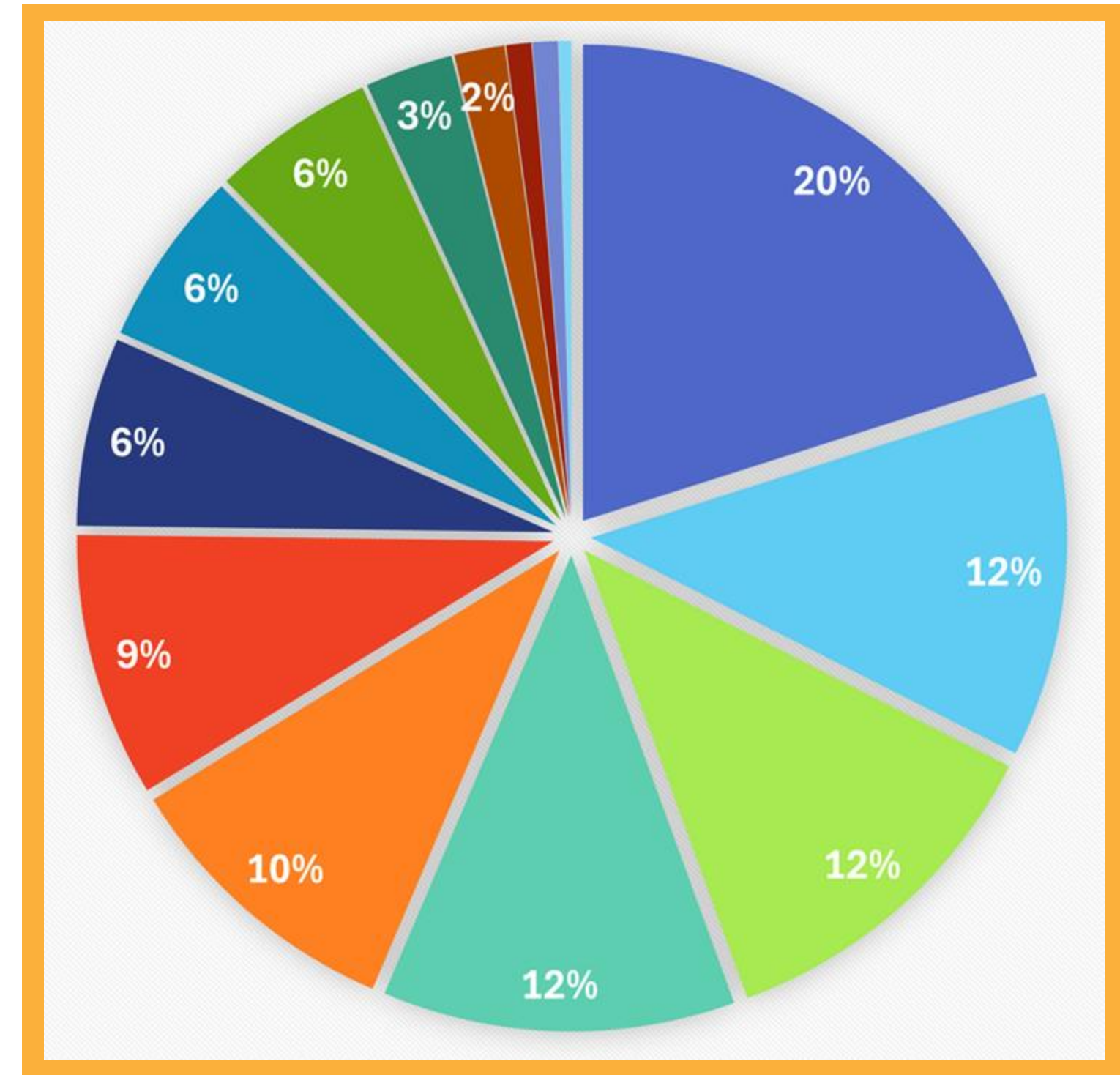
**What Worked for You?**

**What Didn't Work for You?**



# What Do The Employees Want?

- 20% More PTO
- 12% Weekly Pay
- 12% Gym Membership
- 12% More Training Opportunities
- 10% More Sick Pay
- 9% Mental Health Days
- 6% Team Building Events
- 6% Holiday Pay
- 6% Meals/Snacks
- 3% Holiday Parties
- 2% Flower Allowance
- 2% Sales Incentives





# Build Your Own Perk Plan

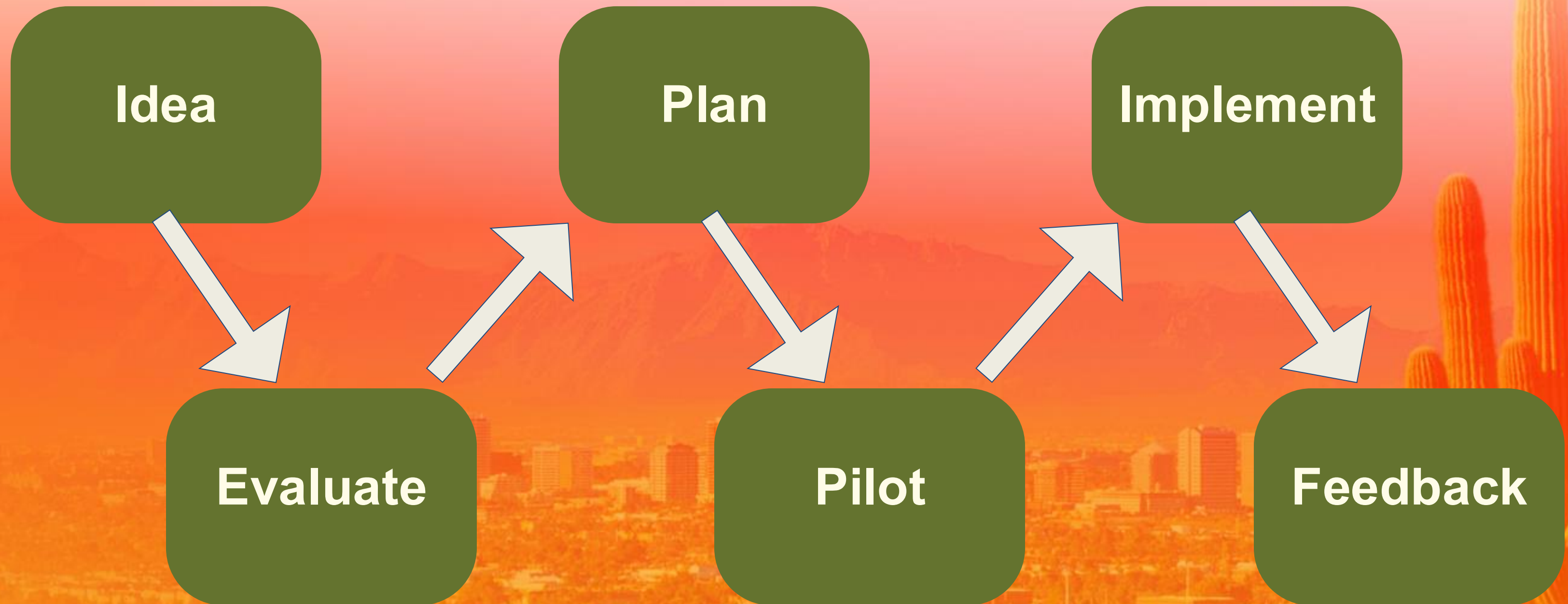
**Name It:** Think about the tone you want to strike. It's even better if you can tie the name back to your company's values, so it feels like a natural part of your culture.

**Establish a Goal:** Knowing your "why" will help shape everything that follows and make sure your perks have real, lasting impact.

**Roll It Out:** A great rollout can turn a simple perk into something people really get excited about, something they look forward to, talk about, and feel connected to.



# Let's Build a Perk Plan







# Communicating New Perks

- Company-wide email announcements
- Staff meetings or town halls
- HR newsletters
- Manager toolkits to share with teams

# Get Employee Buy-in

- **Involve Employees Early** - Ask for their input, maybe through a quick survey, suggestion box, or focus groups.
- **Connect It** - Frame the perks around their actual needs and values. Show them how the perks are relevant to their lives, not just the company's goals.
- **Tell a Story** - Instead of rolling it out as a list of benefits, share the "why" behind the program.
- **Make the Rollout Exciting** - Build anticipation like you're launching a product, not just handing out paperwork.
- **Start With Champions** - Recruit a few well-respected employees to try out the perks early and share their excitement with others. Word of mouth inside a company can be even more powerful than an official announcement.
- **Keep the Communication Open** - Make it clear that feedback is always welcome, and then actually listen. If people feel heard, they'll stay engaged and help improve the program over time.
- **Celebrate Participation** - Shine a light on the people using and loving the perks. Recognition makes the program feel alive, not static.



# Keeping it Going

- Track participation rates
- Continue gathering feedback
- Give perk reviews & updates
- Don't be afraid to tweak the program
- Commit and be Consistent



# Final Questions





# Thank You

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