

TOMORROW@WORK

The Hartford's Trends Forecast

October 2013



Tomorrow @Work identifies trends that affect the workplace of the future, as forecasted by Lindsey Pollak.



Wellness at Work



Degree or Not to Degree?



iMoms



Design Mind

thehartford.com/tomorrow

Partnering with Pollak, The Hartford is communicating anticipated changes in the workplace, job search and employee benefits to help employees prepare, protect and prevail, while helping employers cultivate a productive work environment to reach their business goals. Insurance information is provided by The Hartford.



Wellness at Work

Today, nearly



90%

of employers offer wellness incentives¹

Employers are engaging in their employees' health more than ever, thanks in part to America's obesity epidemic and the fact that lines between work and personal lives are blurring. Today, nearly 90 percent of employers offer wellness incentives, up from 57 percent of companies in 2009, according to **a recent study by Fidelity Investments and the National Business Group on Health.**¹ Incentives include discounted health insurance premiums, cash for healthy behaviors (increasing exercise or quitting smoking), and free or discounted memberships to health clubs and weight loss programs. Some companies even support employees' family members' wellness, such as offering seasonal flu shots for all.

EMPLOYEE TAKEAWAY



Good health is essential to a strong career. **Healthy habits** can help prevent illnesses or injuries that would keep you off the job.² For example, back injuries are a leading cause of disability, according to The Hartford.³ Most of us can't afford to miss a paycheck because we're sick or hurt. So, check at work (i.e. HR or intranet) about wellness perks. Think of any benefits from your employer as an added financial bonus. Some individual managers even offer incentives for team members to get fit or quit an unhealthy habit.

EMPLOYER TAKEAWAY



Healthy employees are more likely to be productive employees. That's why it's in your best interest to encourage wellness in your workplace. Case in point, smoking has been linked to cancer, which is a leading reason for long-term disability claims.² Consider offering your team an array of wellness options, as well as disability and life insurance. And clearly communicate with employees about how together wellness programs and insurance benefits can help boost their physical and financial health.



Degree or Not to Degree?



The average debt for students graduating in 2013⁴

The average debt for students graduating in 2013 is \$35,000, according to Fidelity.⁴ Not surprisingly, many Millennials (and their parents, who often contribute to tuition) are questioning whether a college degree is worth the cost. More and more young people are opting out of higher education for creative pursuits, entrepreneurship, or non-traditional options, such as online universities. (Non-grads Taylor Swift and Justin Bieber and college dropout Mark Zuckerberg are Millennials leading this trend.) If this trend continues, will we see some colleges lower their fees? Will online degrees and community colleges become more prestigious? Inquiring minds want to know.

EMPLOYEE TAKEAWAY

➔ If you've already earned your degree and you're currently paying off debt, do your best to create and stick to a budget using a helpful (and free) tool like Mint.com. Consider signing up for disability insurance during the upcoming benefits enrollment season. The coverage can help keep some income coming in (and your ability to pay back your loans) should you become ill or injured off the job. If your parents or other loved ones co-signed your loans, life insurance may be a smart choice. Remember that if anything happens to you, they would still be responsible for your outstanding debt. Fall is typically benefits enrollment time, and usually the one time per year to make those selections.

EMPLOYER TAKEAWAY

➔ Many employers have begun to rethink the necessity of a college degree for many positions, such as computer programmers and salespeople. Recognizing the increasing value of alternatives to higher education will widen your pool of potential candidates for a variety of roles.

As employers begin to gain more access to big data, consider using this knowledge to truly assess and determine the importance of a formal higher education degree for specific roles within your company.



iMoms

46%

of working women have children relying on their paychecks.⁷

Millennials (born approximately 1982 to 1995) are the largest generation in American history.⁵ This means we're in the early years of a super generation of moms, as well. What makes Millennial moms different from their predecessors? First, they are super connected "iMoms," using the web, smart phones and social media to connect with each other, parenting information, and their children. Second, they are far more likely to be the breadwinners in their families. According to the U.S. Census Bureau, a record 40 percent of all households with children under the age of 18 include mothers who are either the sole or primary sources of income for their families.⁶ Also, The Hartford's 2013 *Benefits for Tomorrow Study* found 46 percent of working women have children relying on their paychecks; 43 percent have a spouse or significant other relying on their paychecks, and 10 percent have *parents* who rely on their paychecks.⁷

EMPLOYEE TAKEAWAY

➔ If you're a breadwinning mom, or plan to be one someday, now may be the time to help protect your paycheck with disability insurance that can help maintain an income to cover your expenses and your family finances if you become unable to work due to an off-the-job illness or injury. One thing to consider is that depending on your company's benefits package, you might need to sign up for disability insurance in order to receive a paycheck during your maternity leave. Check with HR about this. Also look into your company's other benefits, such as subsidized childcare, and other support services that may be offered through an Employee Assistance Program (EAP).

EMPLOYER TAKEAWAY

➔ Don't discriminate communication of parental perks and only talk to certain employees. Make sure you are even talking about parental perks to unmarried Millennials. A majority of Millennials were raised by working moms, so they are often aware of these issues even before they become parents and want to be up-to-date. So, help Millennials understand the value of disability and life insurance. Keep in mind that one of the leading reasons why Millennial-age women are on a disability claim is pregnancy.³ The iMoms are growing in number, and disability insurance can help get them back to the workplace – safer and faster.



Design Minds

In today's increasingly screen-focused world, everyone is becoming a part-time design critic and visual designer. Companies across a variety of industries have jumped on this trend, with the recent creation of chief design officers at companies ranging from PepsiCo to Samsung® Electronics to Electrolux®. For individuals, especially Millennials just entering the workforce, there will be more and more need to represent oneself and one's accomplishments visually. Whether creating and posting a Pinterest® résumé, showing examples of one's work on the increasingly visual LinkedIn® profile, filming a video résumé, creating a product prototype with a 3-D printer or writing a book in Emoji (the increasingly sophisticated emoticons made popular in Japan), design is becoming an essential 21st century competency.

EMPLOYEE TAKEAWAY



Consider signing up for a beginner's course in graphic design so that you have basic knowledge. Think through the value of design experience and expertise in your current role as well. Could it be a bargaining chip for you to be considered for promotion or a raise? Also think about how you can "show," not just "tell," your professional accomplishments. Consider adding a video or PowerPoint presentation to your LinkedIn® profile and bring visual examples of your most impressive projects to performance reviews or job interviews.

EMPLOYER TAKEAWAY



Offer your employees design-focused training or support employees who pursue educational opportunities outside of work, such as classes or conferences. And think about the design of your internal communications. If employees are becoming more design-minded, then they will judge your communications about employee benefits, wellness initiatives and other employee programs with the same eyes. For example, some companies are producing high-quality videos of employees telling their "benefits story" to help their colleagues make well-informed choices.



About Lindsey Pollak

A spokesperson for The Hartford's MyTomorrow® campaign, **Pollak** is a best-selling author, keynote speaker, and consultant on next generation career and workplace trends. She has more than a decade of experience advising both young professionals and organizations on the changing world of work and is the author of **"Getting from College to Career: Your Essential Guide to Succeeding in the Real World."** Pollak's advice and opinions have appeared in such media outlets as *The New York Times*, *The Wall Street Journal*, *Glamour*, *CNN*, *NPR*, and *NBC Nightly News with Brian Williams*. She appears on several "Best People to Follow on Twitter" lists, including **Mashable's list of career experts to follow on Twitter** and **Marie Claire's 100 Twitters Every Woman Should Follow**. *Forbes* recently named her website as one of the **"Top 75 Websites for Your Career."**



About The Hartford

With more than 200 years of experience, The Hartford (NYSE: HIG) is a leader in property and casualty insurance, employee benefits and mutual funds. The company is widely recognized for its service excellence, sustainability practices, trust and integrity. More information on the company and its financial performance is available at www.thehartford.com.



Join us on Facebook at www.facebook.com/TheHartford



Follow us on Twitter at www.twitter.com/TheHartford

The Hartford helps companies offer their employees ways to prepare for the unexpected. A market leader in providing **employer-paid** and **voluntary life**, disability and accident insurance, it also offers a range of **absence management** services. Ranked first in new accidental death & dismemberment sales, The Hartford ranks fourth in new combined fully insured disability and group life sales.⁵

The Hartford also provides analytical and **consumer education tools**, along with enhanced service and administration capabilities focused on easing benefits administration for employers and helping to optimize enrollment results.

The Hartford® is The Hartford Financial Services Group, Inc. Employee Benefits issuing companies: Hartford Life Insurance Company and Hartford Life and Accident Insurance Company. Policies sold in New York underwritten by Hartford Life Insurance Company. Home office of both companies is Simsbury, CT.

¹ Wiczner, J. (April 8, 2013). *Your Company Wants to Make You Healthy: A look at the pros and cons of the most popular wellness programs used by companies*. <http://online.wsj.com/article/SB10001424127887323393304578360252284151378.html>. Viewed 09/04/13.

² Counsel for Disability Awareness. *Reducing Your Chances: Practice Wellness*. http://www.disabilitycanhappen.org/reducing_chances/. Viewed 09/04/13.

³ The Hartford Claims Data, 2011

⁴ Fidelity. (May 16, 2013). *Student Debt Levels - Now Averaging More Than \$35,000 - Surprise To Half Of 2013 College Grads*. <http://www.fidelity.com/inside-fidelity/individual-investing/college-grads-surprised-by-student-debt-level-exceeds-35000>. Viewed 09/06/13.

⁵ US Census Bureau. (2010). *Census 2010*. <http://www.census.gov/population/international/data/idb/region.php?N=%20Results%20&T=1&A=separate&RT=0&Y=1982,1983,1984,1985,1986,1987,1988,1989,1990,1991,1992,1993,1994,1995&R=150&C=>. Viewed 09/06/13.

⁶ Pew Research Institute. (May 29, 2013) *Breadwinner Moms*. <http://www.pewsocialtrends.org/2013/05/29/breadwinner-moms/>. Viewed 09/06/13.

⁷ ORC International's CARAVAN® conducted the national phone omnibus survey of 1,000 full-time workers in March 2013.