

NEW WAY OF WORKING

This document's purpose is to offer an overview of the new approaches on work, personalized employment models & worker's expectations

We're seeing a deep shift in the perception of work. Nowadays, people need to work to live but not the other way around, they need perspective to stay motivated and they need their companies to be aligned with their values in order for them to feel valuable. 72% of European employees are disengaged with their work. 72% of GenZ say they would not work for a company that doesn't have a good sustainability record.

Source: Wunderman Thompson, 2022

Business opportunity #1

PERSONALIZED BENEFITS

Insurers need to work with human resources, recalibrating their benefits from 'nice to have' to personal, impactful initiatives that reflect employees' needs.

72%
of businesses worldwide plan to personalise their benefits to employee needs

within the next two years. Perks' packages must resonate with the changing needs of a workforce in flux.

Source: Wunderman Thompson

THE PARENTS' SUPPORT

Parento launched in September 2020, the customisable packages enable 6 to 16 weeks' leave on full pay (including consumers who are adopting or fostering), plus one-on-one emotional support to ease the transition to and from leave with dedicated re-onboarding and return-to-work plans.

THE BRITISH APPROACH TO WELLNESS

Juno (UK) offers options range from cleaning and childcare to wellness packages and cultural experiences, doing away with a one-size-fits-all approach.

IMPROVING THE FINANCIAL HEALTH

Minu (Mexico) revolutionizes the financial health of Mexican employees, offering them access to their already worked salary when they need it.

Business opportunity #2

GROWING SMART

Address the growing demand for upskilling opportunities by providing a skill-building platform as a workplace perk for employees. The World Economic Forum calculated that increasing global workplace productivity could add

\$8.3
trillion by improving access

to life-long learning goals. A growing opportunity as life expectancy increases.

Business opportunity #3

SUPPORTIVE NETWORK

The market for support services is booming, projected to reach

\$10.55
billion by 2028.

Independent work brings administrative obstacles, such as finding clients, crafting contracts, and chasing payments, so the demand for freelance management platforms is booming.

Source: Absolute Reports, 2022t

MENTAL SUPPORT

Leapers is a platform that fills the gap in **mental health support**, providing wellbeing advice to workers and encouraging employers to become more "freelance friendly". **Leapers** recommends core employment principles, including paying fairly and promptly, offering clear contracts and providing suitable onboarding and support. See also: **Fiverr**, **Underpinned**, **Braintrust (Australia)**.

PREVENTING THE UNEXPECTED

April 2022-launched German invoice management app **Moojo** partnered with British-Bermudan insurer Hiscox to **offer insurance packages and loans** to cover unexpected costs. See also: **Workee (Ukraine)**, **Upcover (Australia)**.

A SUPPORT FOR BETTER REPRESENTATION

Online support networks allow freelancers to join forces and negotiate benefits such as insurance. These networks can take the form of events like **Talent R-Evolution Spain** (hosted by Barcelona-based marketplace Outvise), an outspoken advocacy groups that push for better **workforce representation** (the Association for the Future of Work in the UK).

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