

BEYOND THE JOB

LIFE INSURANCE AFTER WORKSITE

BENEFITS OF LIFE INSURANCE STRATEGY FOR TRANSITIONING EMPLOYEES

- Competitive Advantage
- Mitigate Risk
- Positive Corporate Image
- Ensure Protection
- Corporate Social Responsibility
- Attract Talent



**POSITIVE BRAND
INCREASES
OFFER
ACCEPTANCE**¹

**80% OF EMPLOYEES
BELIEVE
LIFE INSURANCE IS
IMPORTANT**²

ADMINISTRATIVE CHALLENGES OF PORTABLE BENEFITS



Start Your Direct Life Campaign Today!

Campaign Powered by:



Sited sources ¹LIMRA Study 2022 and Highhouse, S., Lievens, F., & Sinar, E. F. (2022), reports positive employer brand significantly increases likelihood of job seeker accepting job offers. ²Measuring and managing employer brand equity. Journal of Applied Psychology reports 80% of current and fomers employees believe life insurance is important to their families financial security. Campaign supported by Gen 1 Agency. Gen 1 Agency 2205 Washington St. Great Bend Ks 67530

08/2024