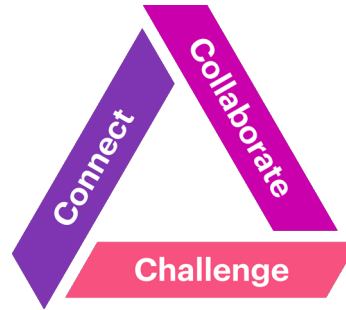


Elevating the Employee Experience

Thursday, March 2, 2:30 – 4:00





Transform tomorrows



Employees are overwhelmed by the amount of information they're receiving.

Connecting them to what they need, when they need it, requires an elevated focus on their holistic experience.

Why this matters: Health and retirement benefits are more important than ever for attracting and retaining talent



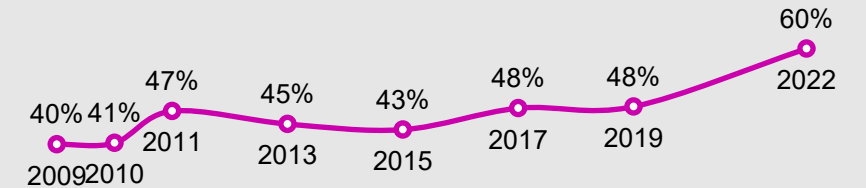
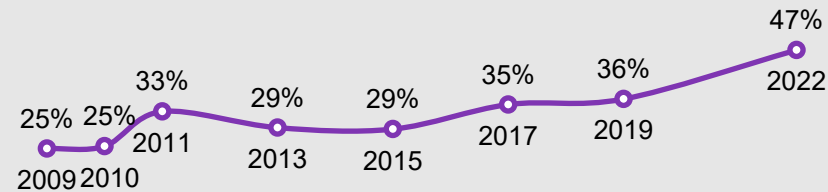
Attraction

My company's retirement/healthcare program was an important reason I decided to work for my current employer

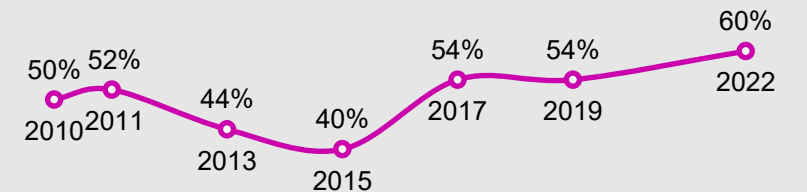
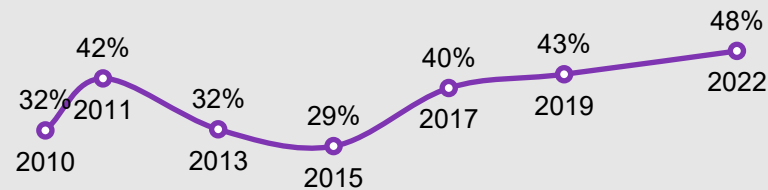
Retention

My company's retirement/healthcare program is an important reason I will stay with my current employer

Retirement plan*



Healthcare plan**



Sample: Full-time employees only. * Employees with employer-provided retirement plan. ** Employees with employer-provided healthcare plan.

Note: Percentages indicate "agree" or "strongly agree".

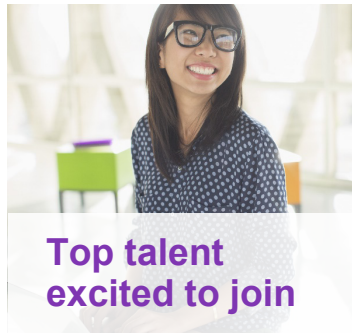
Source: Various years of Global Benefits Attitudes Survey, United States

The dimensions of employee experience (EX) exist in every aspect of the employee life cycle



EX underpins all the experiences of the talent you need to attract, motivate and keep.

It lives in the experiences they have before they join, while they are with you and after they leave.



Let us introduce ourselves!

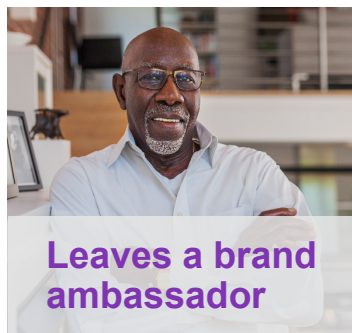
- The customer experience reinforces your brand
- What people say about you on social media
- What friends/family think of you

Join us!

- Engages and filters the right people
- Talk about more than rewards
- Clear expectations of partnership

We're glad you're here!

- Continues the recruitment experience
- Sets out what employees are entitled to and what's expected of them



Wishing you well!

- Contribution acknowledged
- Leaving experience positive – door open for return
- Exit interview feels worthwhile
- Ambassador for the company

Develop with us!

- Clear expectations of performance and behaviors

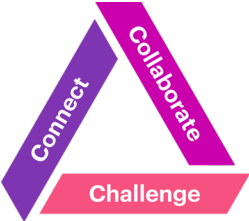
Grow with us!

- Triggers and guides people development discussions
- People know how to progress their careers



Example 1

Engaging pre-hires

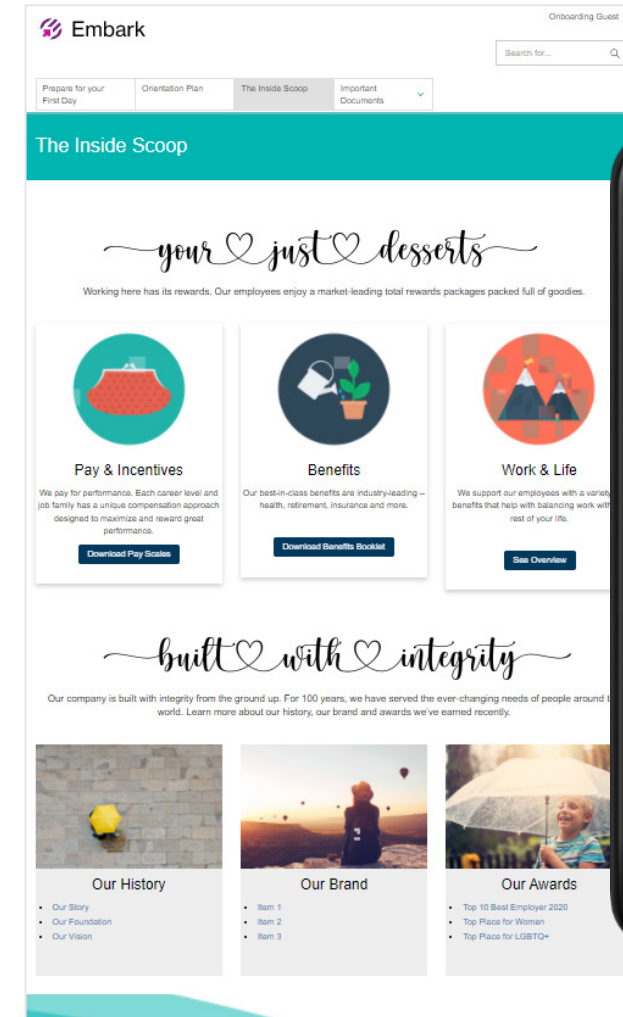


Candidate view

Segmented and persona-based

Segmented view by employee type

- Simple experience with welcome/introduction, targeted to a specific population
- Each user directed to specific content based on country or other high-level segmentation
- Content is focused on key messages and links to other resources that are easily accessed across the ecosystem
- No personal data, though speaks to persona and persona's interests



Candidate view

Fully personalized

Fully individualized candidate experience

- Populate key compensation and benefits for individual candidate based on job
- Details of each program presented alongside plan data
- Expandable content used to tailor the message for each individual, emphasizing a particular program or opportunity based on actual data
- Candidate data can be manually entered by a recruiter, or fed from HCM/ATS
- Highlight important intangible differences — career, flexibility, culture
- Deliver site access to stand out and present more than just an offer letter



Embark James Employee

Welcome To do list Who we are Your career with us Your first day Tools & Resources

Join the Team

Your Career

Job Title Systems Engineer
Job Level SA
Manager Abi Smith

On joining, your manager will work with you to create a career development plan.

[See Our Career Framework](#)

Your Pay & Incentives

Rewards play a key role within our Employee Value Proposition. It is competitive in the markets we operate in and is evolving to support the diversity of our workforce.

\$66,000

| Reward | Amount |
|---------------------|-----------------|
| Base Salary | \$55,000 |
| Incentive Target | \$6,000 |
| Profit Sharing Plan | \$4,000 |
| Sign On Bonus | \$1,000 |
| Total | \$66,000 |

Accepting the Offer

To accept the offer, please send an email to the recruiter or hiring manager acknowledging your acceptance. You will then receive a formal acknowledgement to sign and return.

Benefits to support your physical, emotional, and financial wellbeing

We're here to support the whole you. That includes your physical, financial and emotional health.

Get quick and easy access to private healthcare for you and your family.

Health Insurance

Generous time off to recharge

25 Paid Days Off

A generous contribution towards your retirement and your life after work.

15% Company Contribution

So your dependents are covered if the worst should happen.

8x Life Coverage

Two-thirds salary coverage so you're supported in the event you are unable to work.

Income Protection

Access to the best in class, discounted facilities at your office

On-site Gym

Generous pay and leave to help you grow a family.

6 Month Parental Leave

Available annually for a comprehensive check on your wellbeing.

Health Screen

Your Career

Job Title Systems Engineer
Job Level SA
Manager Abi Smith

On joining, your manager will work with you to create a career development plan.

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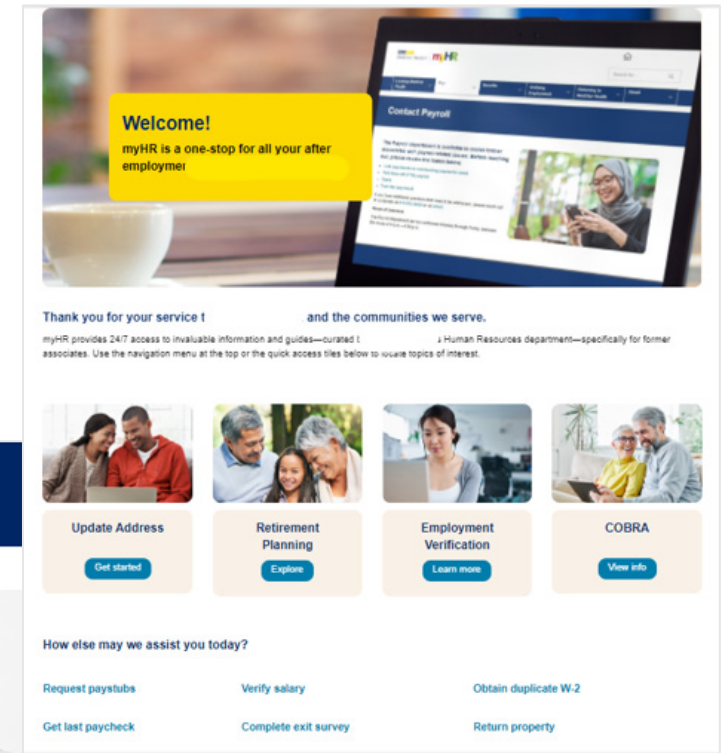
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Site for former employees



- Minimal content targeted at former colleagues to provide relevant information
- Communicate to colleagues who have left organization but still need connection
- Reduce number of issues and cases through HR Service Center
- Provide up-to-date information that can change based on policies (e.g., COBRA benefits, 401(k) savings)



My last paycheck

Following separation from [redacted], associates can expect to receive their final paycheck based on set entity policy. For most, final paychecks for hours worked are issued on the next regularly scheduled pay date, through direct deposit, if you are enrolled.

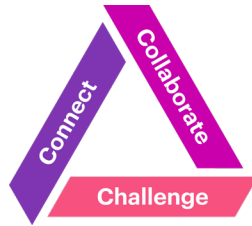
If you are not currently enrolled in direct deposit, you will receive a live check to the home address on file.

If your primary work location is in D.C., and you are involuntary terminated, your final paycheck will be issued within 24 hours of Payroll receiving notification of your termination. For voluntary terminations, final paychecks are issued the next regularly scheduled pay date.

As allowed by law and/or policy, the amount or value of any outstanding obligation owed by the associate to MedStar Health (i.e., repayment of

Example 2

Cargill's communication ecosystem:
Jon Schloemer



About us



Helping the world *thrive*

Our purpose

We exist to nourish the world in a safe, responsible and sustainable way.

Every day, we connect farmers with markets, customers with ingredients, and people and animals with the food they need to *thrive*. We combine our experience with new technologies and insights to serve as a trusted partner for food, agriculture, financial and industrial customers in more than 125 countries. With a focus on growing alongside our partners over the long term, on average we reinvest 80% of cash flow from operations back into our business.

155,000
employees

Working in
70
countries

With more than
155
years of
experience

\$134.4
billion in
annual revenue

Our business

For farmers

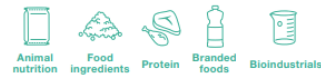
We supply feeds, other inputs and expertise to farmers, and buy crops and livestock from them



We provide insights to our partners



We transform raw materials into finished goods



We move products around the world



For customers

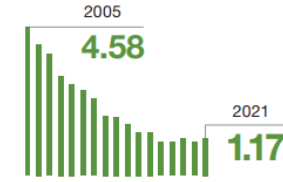
We deliver finished goods to customers in the foodservice, retail, consumer packaged goods and industrial sectors



Our commitments

Safe

We relentlessly work to improve the safety of our people.



Our reportable injury frequency rate*: 2005-2021

*Reportable Injury Frequency Rate = (Total Reportable Injuries x 200,000) / Hours Worked

Responsible

We strive to strengthen the communities where we live and work.

\$110.5 million

Total charitable contributions last year across 56 countries

31.8%

of global leadership roles at Cargill are filled by women, up from 25.2% in 2015

Sustainable

Agriculture is how we help people and the planet *thrive*.

Climate: Reducing emissions in our extended supply chain by 30% by 2030 and absolute operational emissions by 10% by 2025.

Land & Water: Eliminating deforestation in our supply chains and achieving sustainable water management in all priority watersheds by 2030.

People: Promoting and respecting human rights as outlined by the United Nations Declaration on Human Rights and improving the livelihoods of 10 million farmers by 2030 through training and better access to markets.

Global attendance at our farmer trainings for sustainable agricultural practices



To learn more about our climate, land and water targets, please visit the CDP responses in our Reporting Hub.

We made information easier to consume and act upon...



Print — NEW!

- QR codes
- Language Line callout in new hire kits

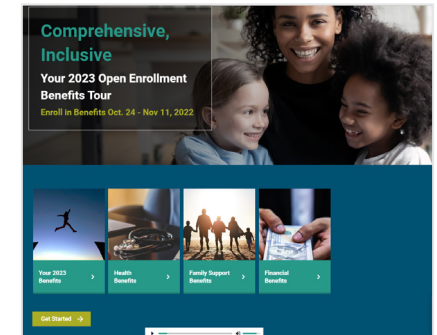
Home mailer



Digital — NEW!

- Service Center Language Line page
- Bilingual rPub and Benefits Tour

Benefits Tours



OE guides



Posters



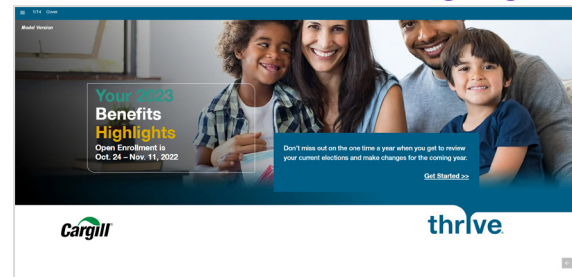
Service Center page



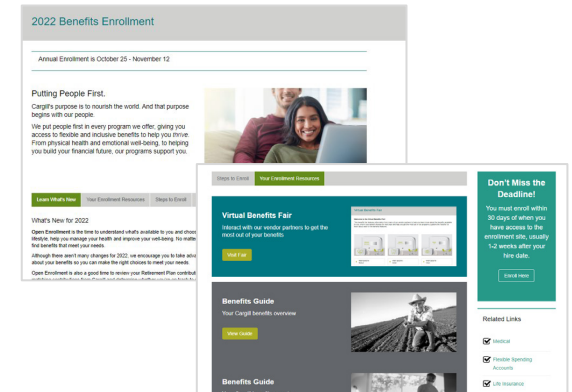
LCD slides



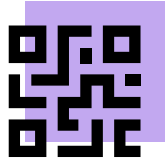
Digital guides



Enrollment page and Virtual Benefits Fair



...and it worked well



QR codes made a difference with Production employees

- Most Production Benefits Tour traffic was driven through the QR codes on posters and OE guides
- Production engagement in digital tools increased significantly



Digital traffic was steady

- Visits to the digital resources were steady throughout the enrollment period
- In general, there was a slight dip in Week 2, but less so than we see with other organizations

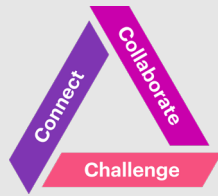


There's more opportunity to promote multilingual resources

- ~2% of Service Center calls included language line requests
- Top language viewed on Service Center landing page: Somali
- 2023 will focus on increased translation across digital and printed materials — and promoting traffic to those materials

Impact of Cargill's communication approach

Year-over-year



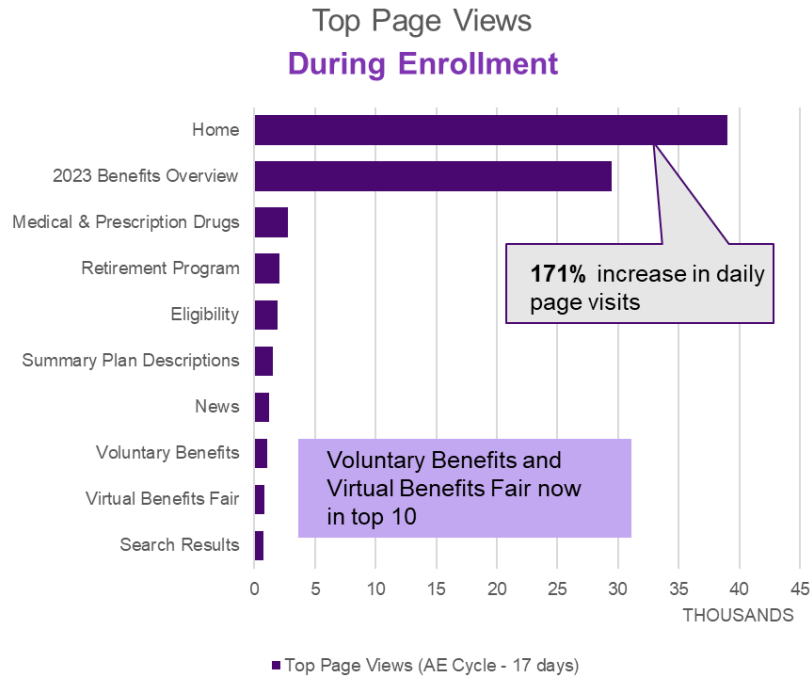
+300%
Production employee usage
of the online Benefits Tour

+133%
increase in
Production
employee usage of
benefits magazine

136
of inbound calls
requesting a non-
English language

+10%
enrolled
participants

2,300
online views of
enrollment guides



Other highlights

- Uptick in traffic for **additional medical resource information** (e.g., cost comparison)
- Increased enrollment in **critical illness** (newly enhanced, promoted and built into enrollment flow)
- H&W communications fell out of the top 5 Service Center **case types**
- **High-touch support** for an early 2023 acquisition (onsite meetings, special communications, Service Center)

In 2023, we'll continue to elevate the experience

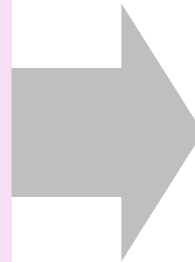


GOAL

Employees understand the value of the benefit plans and programs we provide and know where to access more information and resources when they need them.

2022

Cyclical and event-driven communications that drive people to the refreshed enrollment experience and additional resources.

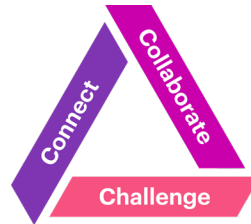


2023

Working to develop a proactive, ongoing strategy that will engage all employees on a regular basis to reinforce the benefits information and resources via a variety of communication vehicles and tactics.

Example 3

Behavior nudges



Meet Hannah



Hannah
(she/her)

ABOUT ME

I am a wife, mother and daughter. Watching my children start their own families and careers reframes how I look at my day-to-day.

I am ambitious. Managing a great team is one of my favorite parts of my new role.

DEMOGRAPHICS

- Female, aged 55
- Married with two kids (27 and 23)
- 9 years of tenure
- Recently attained managerial responsibility

STRESS POINTS:

- Juggling demands of work and life
- Saving for retirement while financially supporting adult children as they find their footing

MOMENTS THAT MATTER:

- Finding a balance that allows me to excel at work and be present with my family
- Growing and developing my team
- Working for a company with a strong purpose

TOTAL REWARDS THAT MATTER MOST:

- Benefits to support my family
- Financial wellness (college planning and retirement)
- Work/life balance
- Stable compensation
- Job security and career development
- Support needed to be a better leader
- Recognition

HOW I CONSUME INFORMATION:

- Online/on my phone
- By email

What resources are available to help Hannah achieve her potential?

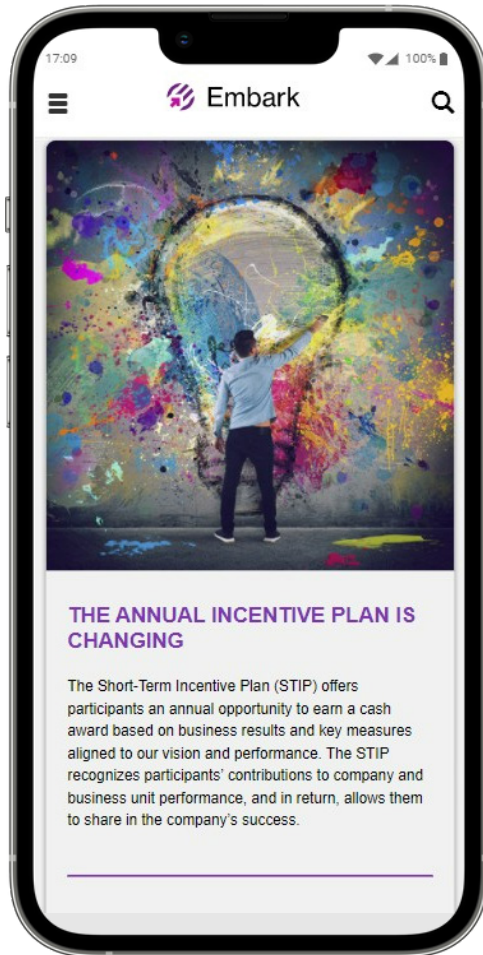
What do she need to understand in order to optimize her benefits/total rewards?

What is the biggest barrier she faces when it comes to understanding her total rewards?

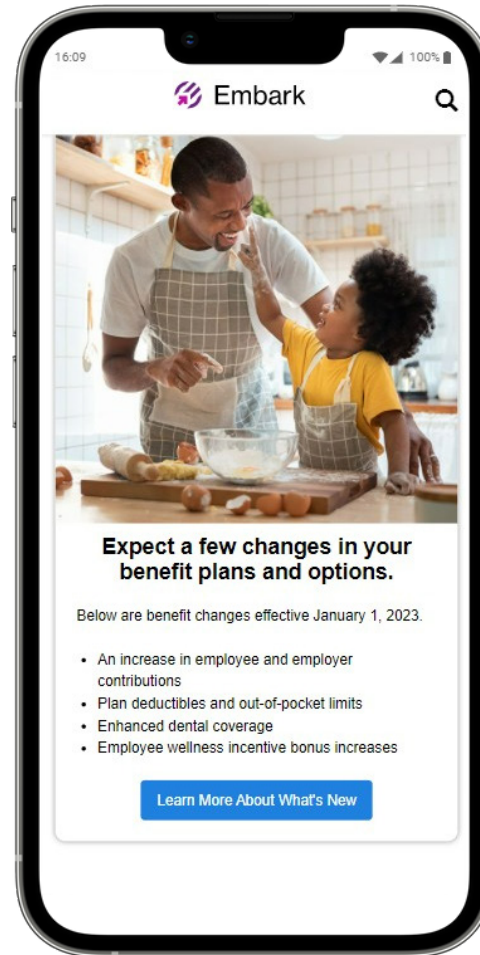
Data-enabled behavior change in Embark



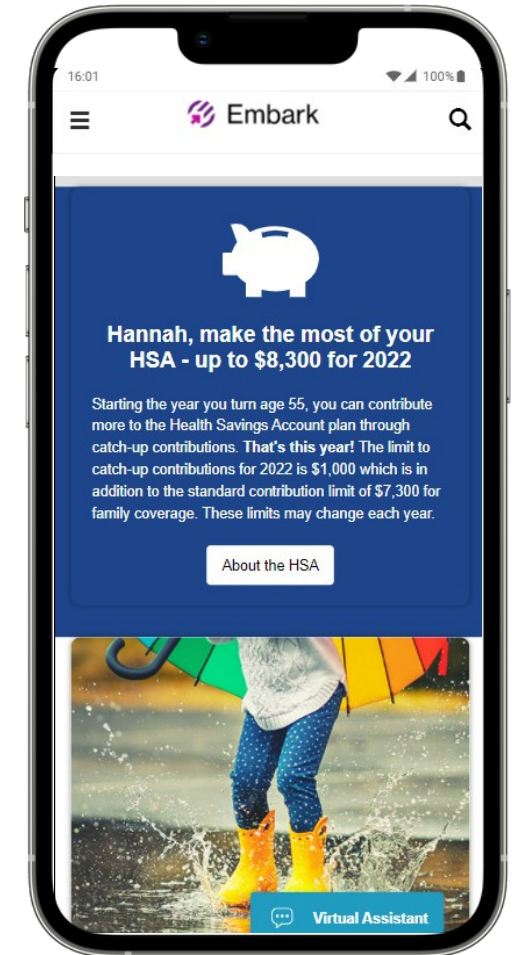
Participation-based
(e.g., program eligibility, earning opportunities)



Event-based
(e.g., deadlines, registration)



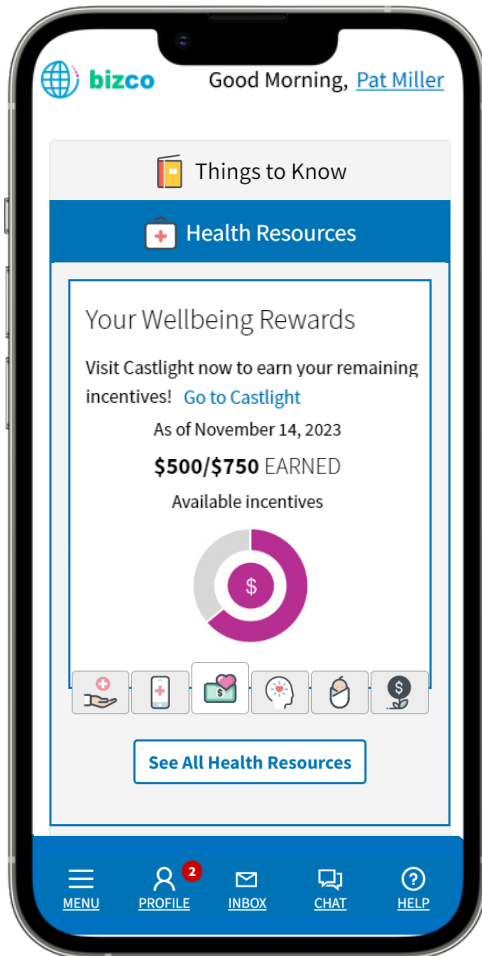
Profile-based
(e.g., age, job grade, FTE or union status)



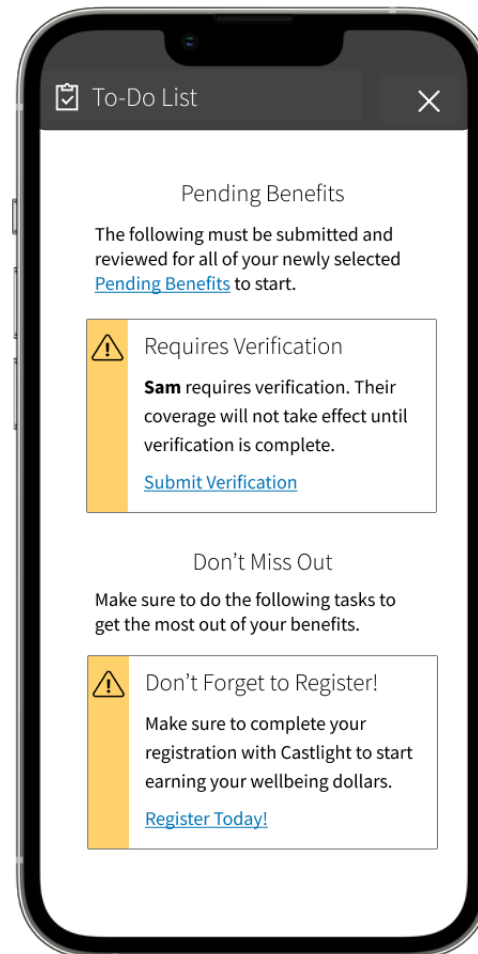
Data-enabled behavior change in BenefitConnect



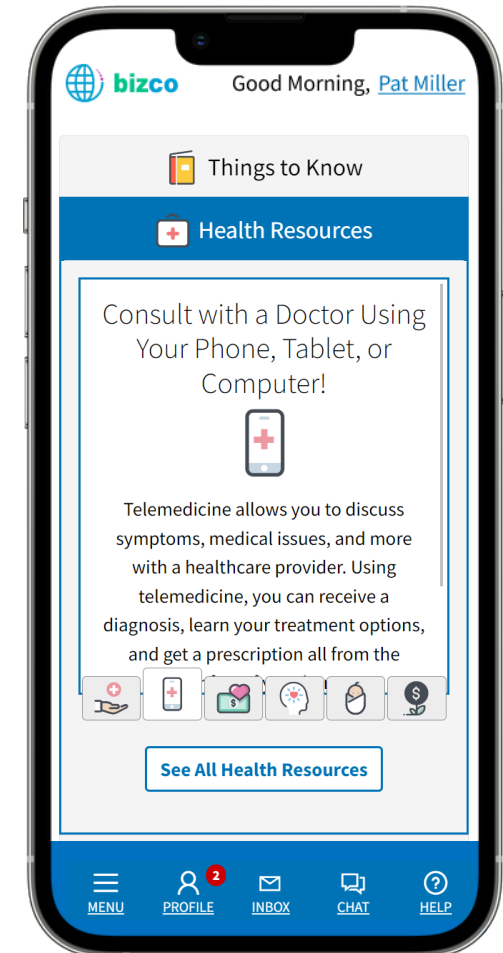
Participation-based
(e.g., program eligibility, earning opportunities)



Event-based
(e.g., deadlines, registration)



Profile-based
(e.g., age, job grade, FTE or union status)



Elevating the EX



1. EX strategy design

Define your aspirational EX of the future and an EVP to get you there

2. EX platform

Establish a core digital platform to support you on your journey

3. Ecosystem

Engage, inform and connect employees to the resources they need when they need them



Employee surveys



Discount programs



Wellbeing



Health navigators



Employee assistance programs



Performance management



Timekeeping



Financial wellbeing



Talent

Multimodal, multilingual