

“Linking Google’s benefits strategy to our wider people and business strategy ”

Optimize Your Life



Let me entertain you....



Make it a better place



World Class Benefits & Perks



Education & Training



Employee Assistance Programs



Maternity & Paternity



New parent take-away



Retirement Plans



Vacation & Leaves



Benefits & Perks



Fitness



Vision



Dental



Medical



Life insurance



Food & MK Snacks



Massages

The birth of OYL: A unique opportunity



Relatively healthy now...

- Average age in low 30's
- Low incidence of chronic illnesses
- Fairly physically active
- Experiencing a global “baby boom”

However...

- Changing demographics
- Hidden risk factors
- Easy access to food
- High levels of stress
- “Always on” culture



The journey....

Google

Our Global Approach to Health

1 Offer excellent health coverage to all employees and their families

2 Provide access to quality healthcare

3 Develop and deliver programs that help keep Googlers healthy

Social incorporates families, interests and communities and runs through all other pillars



Physical

Fitness, nutrition and preventative care



Emotional

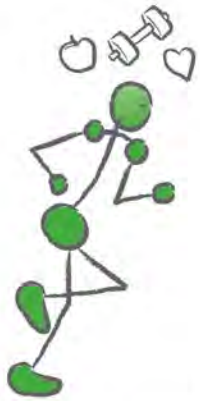
Stress management (personal & professional) and work-life balance



Financial

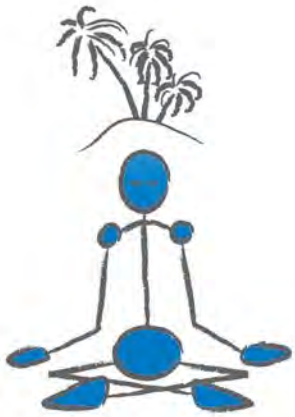
Basics, key life milestone planning, long-term wealth management





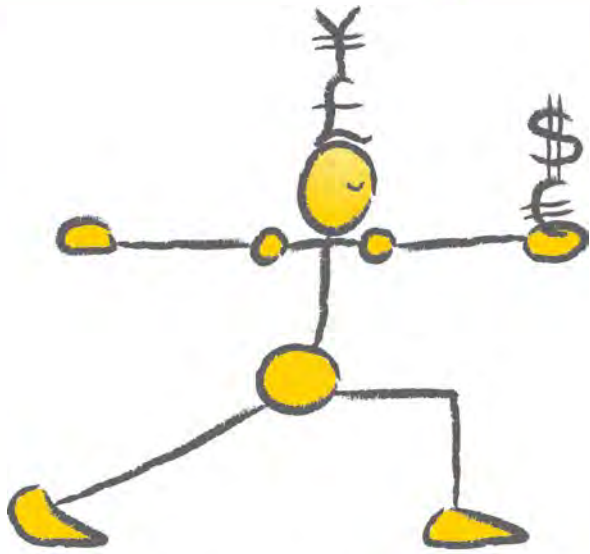
Optimize Your Life

PHYSICAL



Optimize Your Life

EMOTIONAL



Optimize Your Life

FISCAL

Segmentation

- Googlers who are parents or care-givers
- Dependents (families)
- Managers
- “At Risk” groups
- ERGs
- Gender
- Nooglers



Optimize Your Life

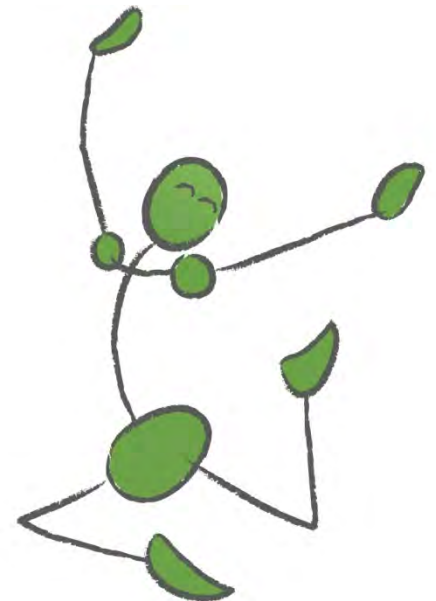
Launch & Iterate, Eat Our Own Dogfood

1 Experiments and pilots

2 Measure and analyze results

3 Incorporate lessons learned into our strategy

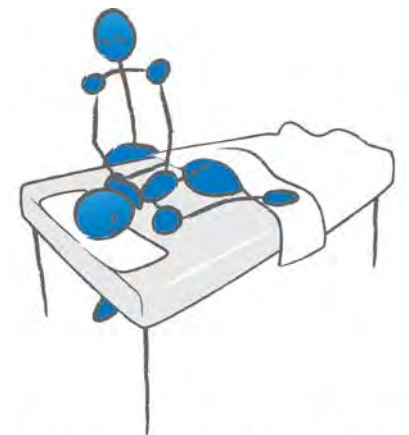
4 Repeat



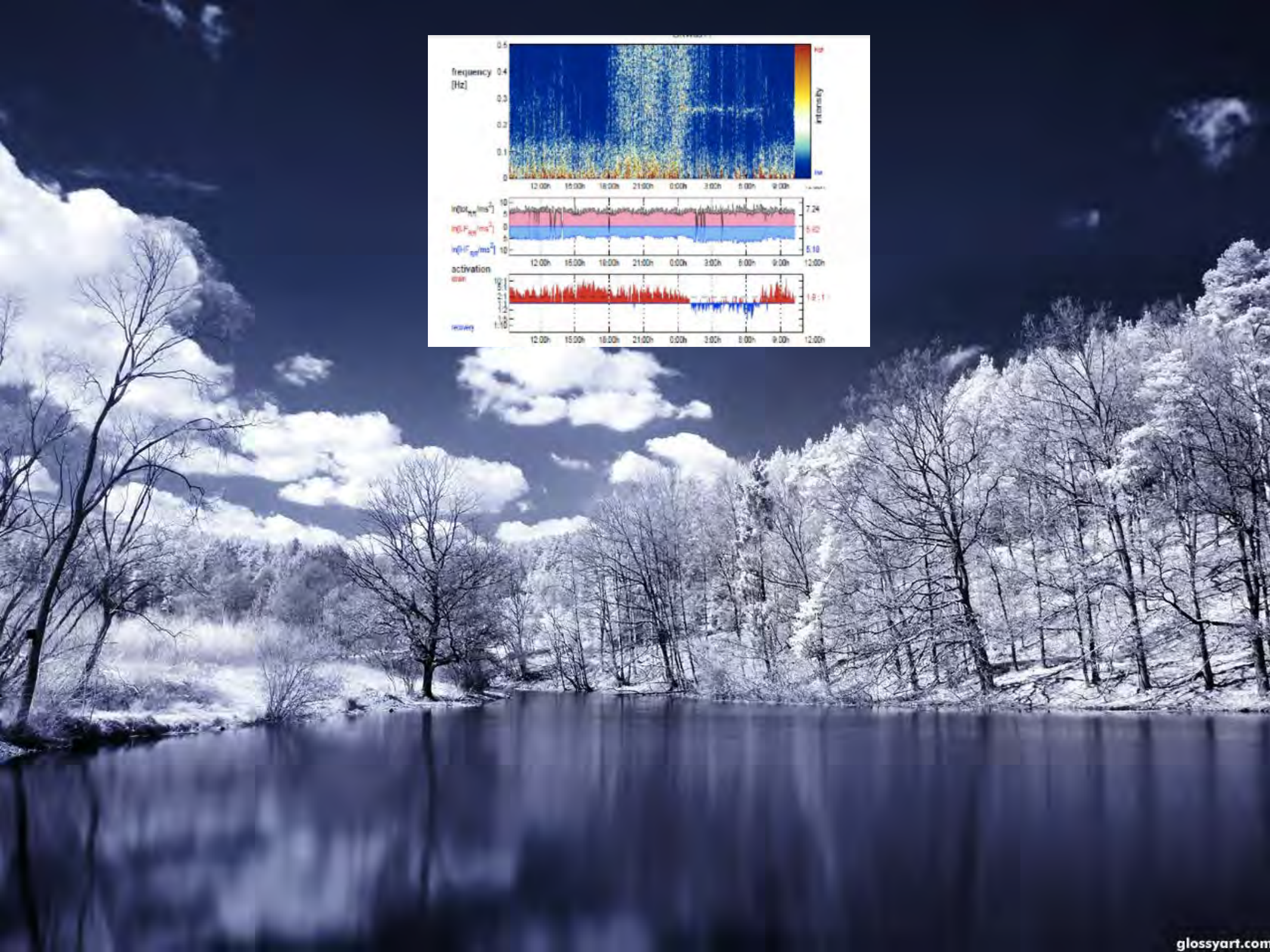
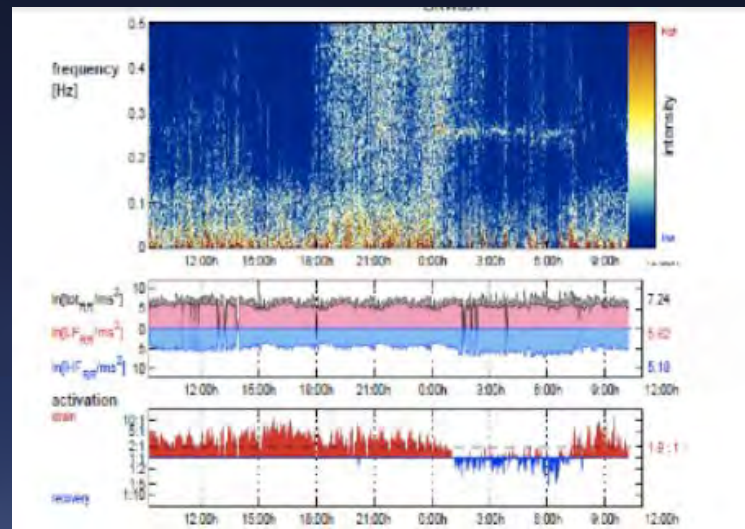
Optimize Your Life

A deep-dive into the Emotional Pillar

- 1. Help Googlers build emotional resilience**
- 2. Support during key life events**
- 3. An environment of creativity, productivity and innovation**
- 4. Managers have resources to support their team members**

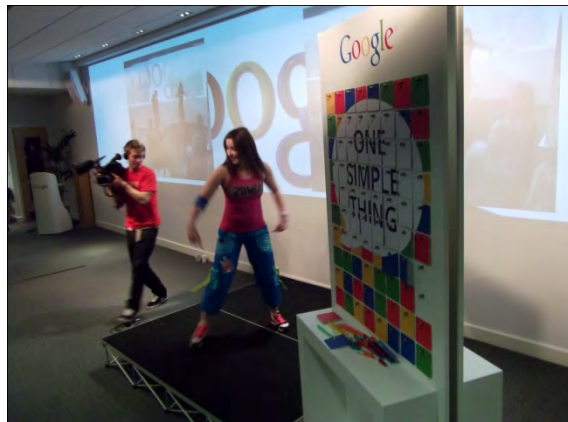
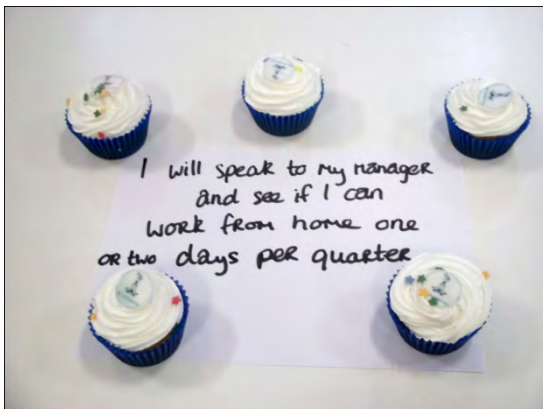


Optimize Your Life



“One Simple Thing”

it's personal...



Engaging Googlers

Google

Concept 1: “Because Mom Said So”

- **Taglines**

- **Balance your work and your life¹⁰**
- **Get a good night’s sleep¹¹**
- **Maybe you just need a little break once in a while¹²**
- **It’s OK to ask for help¹³**



10. *Or you'll catch your death of cold*

11. *Everything always looks better in the morning*

12. *Take a deep breath and count to ten*

13. *Try our employee assistance counselors. Almost as good as calling your mom.*



Exercise at least x times a day.



Choose green in the cafeteria at least once a day.



Remember to manage your 401(k).

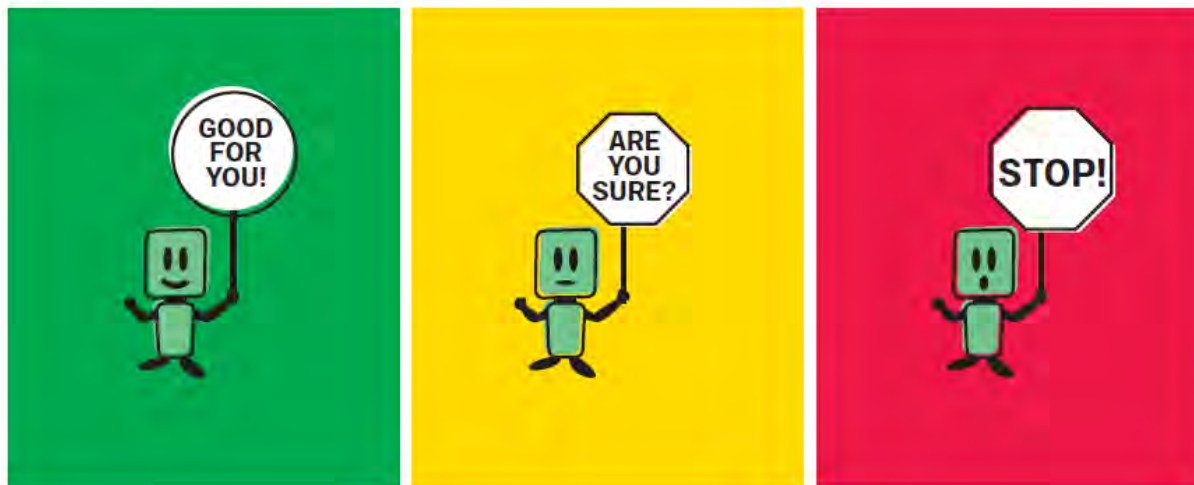


Balance your work and your life.

Concept 2: “Green Health”

- **Taglines**

- Choose green...for life
- Choose green...for Google
- Choose green...for physical health
- Choose green...for fitness
- Choose green...for financial health
- Choose green...for emotional health
- Choose green...for a healthy mind
- Choose green...for happiness



Concept 3: “Join the Health Revolution”

- **Taglines**

- **Join the Health Revolution**
- **Stand up and be counted**
- **Good health waits for no one**
- **Take charge of your health**
- **Googlers of the world: Get Fit!**
- **Don't tread on my health**
- **Give me (physical, mental) health...or give me death**



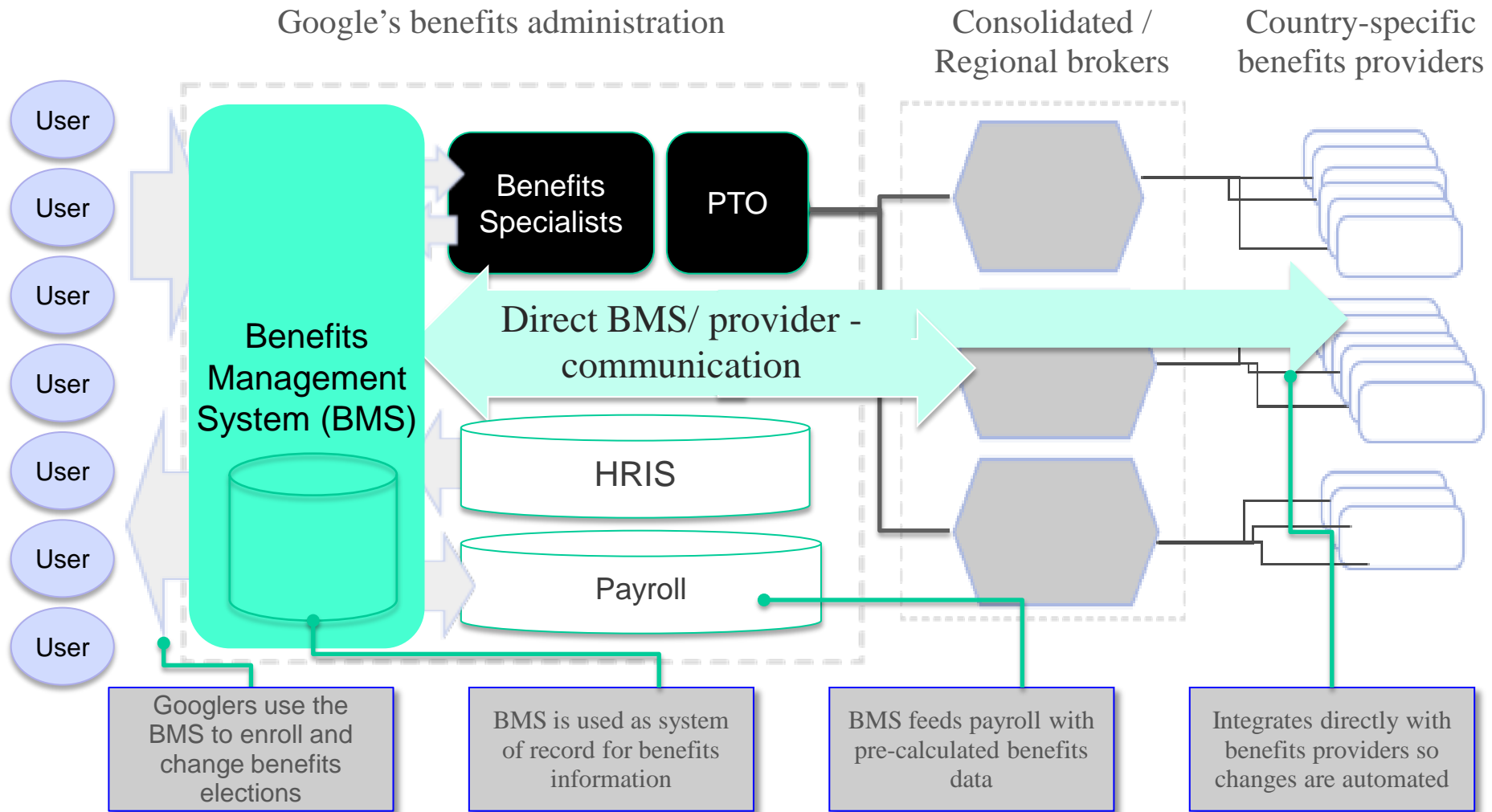
Know your audience...

Rule 1

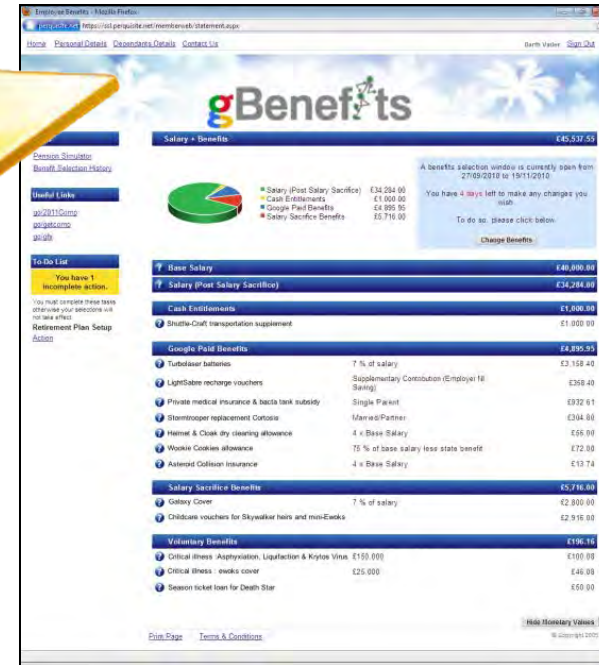
Don't waste words.

- **Keep it short**

Keep it simple...



Pitch to your employee demographic...



Maximise the force of communications...

<<gBenefits Star Wars video>>



Make it do what it says on the tin

Learning

Google is highly supportive of educational initiatives – we believe in professional growth and development for all employees. All Googlers should have the opportunity to expand their minds, grow and get better and better at what they do. It's all a key part of keeping Google unique and innovative.



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Thinking about quitting?



Sign up for a **free** smoking cessation workshop for you and your partner on 26 September.

Visit go/allencarr



Metrics: Evaluating how effective we've been

- **Googlegeist**
- **UFS**
- **Medical Claims Data**
- **Feedback forms**
- **Self-reported behavioural change**
- **Utilisation**
- **Diagnostics**
- **Annual OYL survey**
- **Standard industry tools**
- **Cool and scrappy**



Lessons learnt

- 1** Controversy. Hold your nerve.
- 2** If it ain't working - change it
- 3** No to blanket approach. One bite at a time. Focus. Discipline.
- 4** Impact. Celeb whores.
- 5** Vendor management
- 6** Business case: hardcore methodology

Shiny, glittery prize...



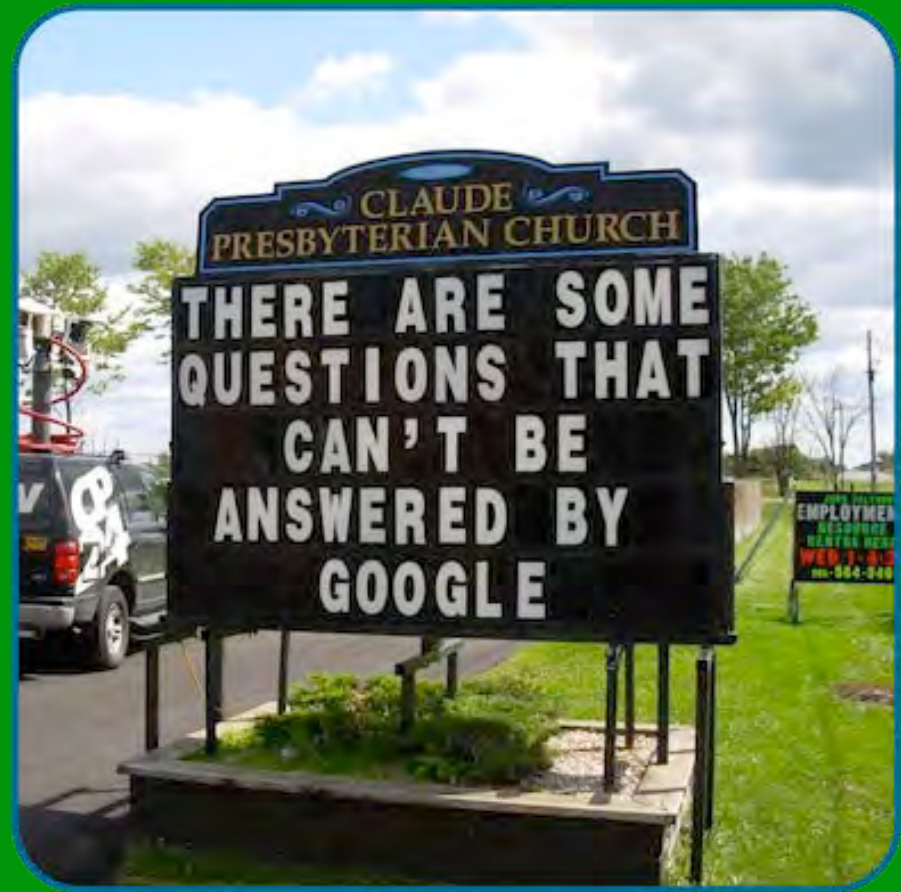
Wanna come and work at Google?



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Questions?



GOOGLE