

**Employees are your greatest assets.  
Are they *working* for you?**

The  
Employee  
Benefit  
Asset  
Creator

A system of tools that helps employers transform their HR department from an “expense” to an “asset”, by utilizing proven tools and technologies to help them *attract, retain* and *reward* employees, *increase productivity* and *morale*.



If you would like more information on our programs, please contact us at:  
1-800-914-3564 or email us at [Info@CorporateStrategiesInc.com](mailto:Info@CorporateStrategiesInc.com)

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# The Employee Benefit Asset Creator™

Employees are the most valuable assets that a business owner has; yet most employers struggle with issues relating to managing and motivating employees.

Entrepreneurs and business owners took great personal and financial risks to start their businesses. These risks were to enable them to gain freedoms from bureaucratic organizations, create personal wealth, choose their relationships, increase their free time, and create balance in their lives. In many cases, the value their business creates for our clients comes from doing something they love to do: their art, greatest skill, or passion.

Unfortunately, for many business owners, the complexities of running their business, particularly the managing of employees, has resulted in just the opposite effect: many employers go so far as to suggest that running a business has become an extremely unfruitful experience

Employees create complexities simply by the nature of the employee/employer relationship. Employees trade their time for money (and benefits), and are challenged by a society where the pressure to live, educate, drive cars and accrue wealth together create tremendous resulting pressure.

Although most employees work hard and receive a fair wage, their ideals and motivations are not always congruent with the objectives of their employer.

## Why has everything become so complex?

Microchip technology, for all of its benefits, has actually created more complexity- not solely the attention to technology, but the fact that the technology has enabled almost every product to become commoditized: Margins are slimming, and companies are challenged to constantly create new opportunities that create value for their clients.

## That's where the people come in!

Your employees create relationships with your clients and possess the *trade secrets* to your business. They also have the ability to create tremendous return on investment (ROI) when those relationships translate into sales or revenue opportunities for your business. Yet, issues related to managing staff, attracting quality people, productivity and maintaining employee benefits seem to create more complexities than they should. Your company culture is the product of all of these issues, and typically, an area of frustration for employers.

## Can I really change the culture of my workplace?

Yes, with simple tools and strategies, employers can create powerful changes in their company culture, increase productivity, morale and control the spiraling costs of managing employee benefits.

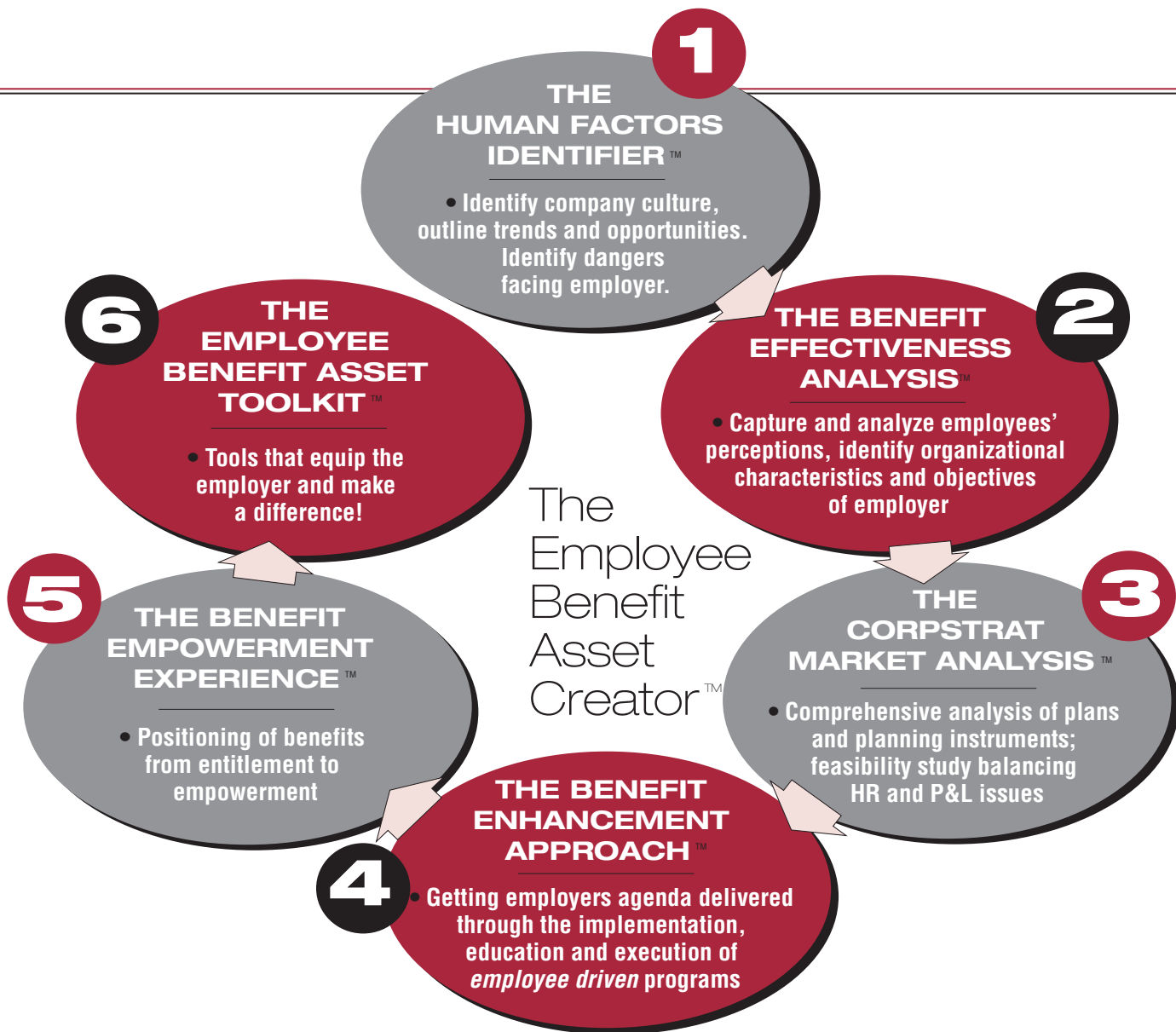
**The Employee Benefit Asset Creator** is a system of tools to help employers transform their HR department from an *expense* to an *asset*, by utilizing proven tools and technologies to help them attract, retain and reward employees and increase productivity and morale.

### DANGERS FACING EMPLOYERS

- Slimming margins and profitability
- Radical increases in overhead costs
  - Lower productivity and morale
- Increasing entitlement from employees
  - Managing staff – attracting and retaining the *right* people
  - Complexity is EVERYWHERE!

### OPPORTUNITIES FOR EMPLOYERS

- Significant increases in productivity and morale can boost profitability
- Positive changes in culture can increase job satisfaction and reduce entitlement attitudes
- Ability to turn employee salaries 2 – 3 times ROI
- Re-engineering benefit plans can reduce costs and shift accountability to employees
- Break old paradigms and create positive culture.



## Employee benefits – the cornerstone of people planning

Too many employers spend needlessly on benefit plans that fail to be perceived positively. Most programs are seen as entitlements, employees in many cases do not understand that dollars are being spent for their benefit. Many resent the requirements to share in the costs, and most significantly, there is a sense of absence of value- that we are paying more and getting less. Lastly, most plans fail to adequately address the needs of *key* staff members.

Many employers perceive their *benefit* program as solely their health insurance. But the definition is really quite broad. The scope ranges from salaries and allowances, retirement plan allocations, health and welfare benefits, workers compensation, time off for sickness and vacation, workplace amenities, and all other expense and gratuities afforded by the employer on behalf of their staff.

Utilizing highly specialized and proven strategies, we enable employers to position employee benefits and re-engineer them from the employee's perspective. We empower employees by creating tools to enable employers to create a sense of ownership and appreciation regarding their benefit offerings.

## A proprietary system for employers large and small.

Although some of these models may sound complex, just the opposite is true. Our experience has shown that most employers have spent too little time on engineering the human factors of their business, yet with careful thought, and skilled council, we have found that we can dramatically improve the confidence, capabilities, profitability and culture of most workplaces.

## The Employee Benefits Scorecard.

To help you better understand the complexity of the problems, rate your reaction to each pair of statements.  
Decide how you rate on a scale from 1 to 10.

	1	2	3	4	5	6	7	8	9	10	
Productivity is at an all time low, morale is terrible and entitlement is everywhere.											Our employees respond to our agenda and objectives. We have systems to regularly reward our staff.
Our employees perceive their job and benefits as entitlements: they do not view them as part of their compensation package.											Our employees value and appreciate the opportunity to work here. They consider their benefits a critical part of their compensation package.
Our employees think their benefits are not as good as they deserve and they resent sharing in the cost.											Our employees understand the value of their benefits and see themselves as active participants in the process.
We do not have effective tools for effectively communicating our procedures, benefits and our agenda to our employees.											We have very effective tools for communicating our benefit offerings, procedures and policies.
Employee benefits are not a critical factor in our industry to attract, retain, or recruit.											Employee benefits are critical tools for us to attract, retain, and reward employees.
Our staff is thoroughly confused about our programs and how to navigate through them.											Our benefit offerings are clearly communicated and we have tools to monitor the effectiveness.
Our benefit costs are <i>out of control</i> and we have no tools to control the costs.											We have a clear path and plan for controlling the costs of our benefit programs.
Our plans treat all employees alike and there is little flexibility in plan choices - one size has to fit all.											Our plans allow employees to pick their own plan and benefit levels. They are empowered to make their own choices.
Executives receive the same benefit levels as everyone else.											We have tools to selectively and discriminately compensate <i>key</i> employees & executives.
Administration of our plans is increasingly complex and time consuming.											Our plans are easy to administrate and our HR person is not overwhelmed with it.

**Add your column totals here:**

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**Your overall score is:**

## Opportunities for employers available through THE EMPLOYEE BENEFIT ASSET CREATOR

### **Productivity –**

Opportunity to introduce workplace incentive and recognition programs to boost productivity and morale and create positive culture of staff.

### **Entitlement –**

Opportunity to exchange entitlement attitudes in the workplace, into empowerment, appreciation, & sense of ownership about employment and benefit offerings.

### **Comprehension –**

Opportunity to educate and add to comprehension of clients business process and, specifically the workplace and real value of benefit offerings.

### **Communication –**

Opportunity to position employer *package* of employment offerings in a clear, concise and positive manner.

### **Attract/Retain –**

Opportunity to create positive environments for employer to attract and retain the right employees. Create culture where management creates opportunities for career growth, learning, development, and a challenging workplace for employees.

### **Complexity –**

Opportunity to simplify the complexities of benefit offerings by streamlining plans, providers and administration.

### **Spiraling Costs –**

Opportunity to establish budgets to guard against inflating costs of benefits and engage employees positively in the purchase and delivery of plans.

### **Flexibility –**

Opportunity to allow employees to design and select their own benefit programs, providers and eliminate the *one size fits all* concept.

### **Discriminate –**

Opportunity to utilize tax-favored programs to selectively discriminate in favor of and compensate *key* staff members and executives.

### **Administration –**

Opportunity to greatly reduce the time and energy associated with employee human resource and benefit administration.

#### **Rate Your Score:**

**80 – 100** Your company has a powerful and positive culture and you have done a great job.

Give your HR person a raise.

**61 – 80** Great job! With simple strategies we can help you make great strides in realizing your company's vision.

**41 – 60** Your company has challenges similar to most. our EMPLOYEE BENEFIT ASSET TOOLKIT can get your score to 100!

**21 – 40** The Employee Benefit Asset Creator can help you create a positive culture in your workplace by shifting the focus from entitlement to empowerment.

**0 – 20** Pick up the phone and call us IMMEDIATELY.

## What People Are Saying About Us And THE EMPLOYEE BENEFIT ASSET CREATOR

“Your emphasis is clearly on what best suits our financial and corporate objectives, and you have shown a genuine interest in promoting opportunities for our business, which is truly unique.”

– Trevor Solomon, President, The Image Factor -  
Promotional, Advertising, & Incentive Programs

“Your efforts have saved us thousands of dollars and your quick response to our questions, as well as those of our employees, have saved us many headaches. In today’s business it is a pleasure to be able to depend on you to get the kind of help and answers that we so often need.”

– Steve Orens, Principal, Plaza Travel, Inc. - Travel Agency

“Your knowledge, experience and unique processes’ have been instrumental in our success. They have also increased our confidence about our financial situation.”

– Steve Horowitz, President, Alternative Sales &  
Marketing Inc. – Wholesale Product Distributors

“As a small company, we greatly appreciate the expertise and value you provide us. You provide real value to our organization, which translates into dollar savings, increased morale, and productivity.”

– Ron Levitt, President, Bayshore Consulting Inc.  
Financial Consultants to the banking industry

“Marty specializes in determining a clients planning needs, rather than just writing insurance. He knows how to utilize trusts and other financial instruments to help clients accomplish their planning goals.”

– Richard Rosenthal, Principal, Rosenthal & Smith -  
Estate & Business Attorneys

“The amazing thing about your firm is that you got to know us as individuals first, so you could best understand our needs. By focusing our energies on the “big picture,” you took us through several planning approaches. Only then did we design our business and estate plans.”

– Ronald Perilman, President, City Girl, Inc. -  
Manufacturer Women’s Clothing



Martin Levy, CEO of Corporate Strategies Inc., is the creator of THE EMPLOYEE BENEFIT ASSET CREATOR, and THE WEALTH CONFIDENCE FORMULA. Marty develops each process by combining his degree in Industrial Psychology, along with experience in employee benefits, risk management, human resources, incentive and recognition, and business financial planning. Marty and his team of experienced and credentialed individuals have worked with over 1000 professionals and business owners to develop the unique process

Corporate Strategies Inc provides business owners with unique strategies to help them eliminate dangers, focus on their best opportunities and create plan and paths to which they can achieve their business and financial goals.



## Would you like more information on THE EMPLOYEE BENEFIT ASSET CREATOR™?

The **Employee Benefit Asset Creator**™ can help employers of all sizes. No two firms are alike, so please contact us to see how we can help improve your confidence regarding your employees and benefit planning:

- **CALL us: 1-800-914-3564 to arrange a meeting**
- **FAX us at 1-818-377-7263**
- **EMAIL us: [info@corpstrat.com](mailto:info@corpstrat.com)**

Please complete and return to us:

Name \_\_\_\_\_

Company \_\_\_\_\_

Address / Suite \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone Number \_\_\_\_\_

E-mail \_\_\_\_\_

Number of employees \_\_\_\_\_

All client data are held under strict confidence.



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