

# Creating a Total Reward Culture

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As the economy starts to recover, employers need to recognise that there is a risk of losing their best staff if they are not getting what they want and need from your organisation.

For companies who need to compete for and retain top talent, creating a culture of Total Reward is essential to the long term success of the business.

At a time when Companies are still struggling to provide pay increases for employees, what are the alternatives to ensure engagement and retention of talent within the business?

For many people, choosing an employer, going to work and performing at the highest possible standards is not just about how much they get paid. Pay is important, and certainly people need to feel they are earning a fair and sufficient wage, but increasingly it is the total reward package which is being taken into consideration.



When considering Total Reward, as illustrated in the graphic above, it is not only the typical transactional elements such as pay, bonus and pension which are taken into consideration, but the relational rewards such as the culture and ethos of the organisation, the learning and development opportunities available and the flexibility of work design e.g. the ability to work from home, work part time or work 10 days in 9.

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Employees want to feel valued and don't want to feel they have been taken advantage of. They want to be recognised when they have done a good job rather than only being scorned for something that has gone wrong. They want to be able to contribute in a positive way and feel their opinions are valued and carefully considered when changes are being made. They also appreciate access to new opportunities.

Every employee has different motivational drivers. It is vital that organisations understand what each individual needs and what the business must do to recognise, incentivise and reward each employee.

Line managers throughout the organisation have a vital role to play in enhancing a culture of Total Reward. From recruitment to retention, line managers need to engage with their staff, understand their ability to contribute, empower them to do so and ensure that reward and recognition is appropriate.

HR leaders can help their organisations to design a culture of Total Reward appropriate to their company and then empower their teams to support their line managers by giving them all the required tools to play their vital role in the process.

**Author**  
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**For more information on this topic please click [here](#).**

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## About the Author

### Donna Obstfeld

Donna is an experienced compensation and benefits professional with a total reward approach to incentivising and rewarding employees.

Having worked both in house for a retailer and as a consultant for a number of clients in various sectors including financial, educational and professional associations, Donna is able to understand the needs of the business and develop reward and grading structures to support business growth.

She has a joint honours degree in Business and Psychology and is FCIPD qualified.

### About A2Z

A2Z is a consortium of over 100 experienced business experts. Donna is a member of the A2Z HR Team.

A2Z adds real value to businesses by combining diverse expertise to deliver a bespoke solution to solve a business critical issue.

**A2Z can be contacted on 0845 330 9868**