

Get To Know Brenda Perkins



Dedicated Industry Leader Brings Clarity to the Perks of Work

To clear the clutter surrounding employee benefits, Brenda Perkins creates strategic and actionable communications strategies that promote employee engagement and reinforce employers' investments.

This win-win result is especially important given the prominent role of benefits in recruiting and retaining talent. According to the United States Bureau of Labor Statistics, benefits typically comprise 30% of tangible employee compensation.

Benefits brokers and employers utilize Brenda's expertise. An experienced and ambitious problem solver, **she understands the delicate balance of healthcare reform, evolving technology and workforce priorities.** She utilizes informative tactics to raise employees' understanding, inspire their participation and strengthen the employer/employee relationship.

HER PURPOSE

Brenda delivers big-picture perspective and tactical recommendations by calling on her experience as an industry vendor and supporter. She's held volunteer leadership roles with the Society for Human Resource Management (SHRM) and Business Leadership Network, and has earned the prestigious Certified Employee Benefit Specialist (CEBS) designation from The Wharton School.

Whether hired by benefits brokers to counsel their client companies, or by an organization to advise a benefits manager, **Brenda prescribes a comprehensive communications roadmap.** Her guidance includes auditing existing communications efforts and making recommendations to remedy flawed or missing tactics.

The value of her work is two-fold:

- 1) She serves as a trusted resource to identify critical and costly benefits communications gaps.
- 2) She establishes a direction that appropriately engages associates with their benefits, leading to higher ratings for job satisfaction and retention.

As a solutions consultant, she cites these factors that undermine the clarity of benefits:

- Language that's technical, vague or not user-friendly
- An emphasis on annual enrollment instead of consistent education
- Separate and specialized providers, each communicating differently to participants
- Benefits managers who are often preoccupied with contracts, compliance and other responsibilities
- Internally-directed communications that prioritize culture and strategy instead of total rewards

"I have a genuine willingness to help others. I'm fulfilled by making a difference in people's lives, seeing them move in a direction important to them, and allowing them to see new possibilities for themselves."

HER SPECIALTIES

- Employee benefits & HR communications
- Benefits communication strategy and planning
- Multimedia benefit communications
- HR/Benefits branding
- Total comp statements
- Employee healthcare & wellness

"With the cost and complexity of benefit programs and the pressing need to acquire and retain top talent, it's vital that we transition the tone of benefits communications from compliance to relevance," Brenda said.

HER BACKGROUND

Brenda has worked throughout the industry and has seen how traditional content is misinterpreted, ignored or generically packaged. By knowing the needs of both sides of the employer/employee relationship, **she effectively solves a costly gap of misunderstanding.**

As a former partner in a communications firm serving the industry, Brenda advised clients and guided a production team. She maintains access to a broad network of creative talent capable of producing tactics ranging from print to mobile apps.

In her independent consulting role, **Brenda is motivated by the deeper opportunity to serve clients consistent with her own values.** "Without the overhead of a firm, I can focus on guidance, letting clients implement the tactics as they prefer. My value is my ability to meaningfully advise on even the smallest of problems, without having to directly supply the tactics," she said.

Years of listening to clients describe health, relationship and financial situations trained Brenda as a confidante. Those experiences molded her personal values and influenced the name of her consultancy. According to Brenda, Perk3 Consulting reflects three of her life's priorities and natural talents:

- To help people discover what's important
- To guide them to envision what's possible
- To connect them with relevant solutions

HER COMMITMENT

Brenda's commitment reflects her professional and personal passions. As a volunteer, she's been a leader at SHRM-Greater Kansas City, Missouri SHRM and the SHRM Membership Advisory Council. She's also served as

HER ORGANIZATIONS

- Society for Human Resource Management (SHRM)
- Greater Kansas City Business Leadership Network (GKCBLN)
- International Society of Certified Employee Benefit Specialists (CEBS)

Colleagues Describe Brenda Perkins, Solutions Whisperer

"A respected benefits communications consultant, Brenda is known for high impact, attractive and creative communications that distinguish her clients from other employers."

"Brenda is innovative, creative, and the epitome of professionalism. She's extremely knowledgeable and I value her insight."

"Brenda is the consummate business professional, exemplifying professional honesty and integrity."

"Brenda is a true leader in the HR community — she conducts business with the highest level of integrity, brings people together for a common goal, and works tirelessly to get a job done."

"Brenda is always prepared, puts others first and always gives of her time freely to others and to her industry."

Visit www.linkedin.com/in/brendaperkinskc for complete recommendations.

president of the Kansas City Chapter of CEBS, an international organization.

Importantly, **Brenda's faith-based focus allows her to champion a culture of disability inclusion in the workplace.** Inspired by family, she's been a catalyst at the Greater Kansas City Business Leadership Network (GKCBLN).

As part of the national USBLN, GKCBLN is comprised of local coalitions of businesses that advocate and model the hiring of individuals with disabilities. Brenda, named GKCBLN's Volunteer of the Year in 2011, can cite employers who have achieved higher levels of profitability, shareholder returns and community appreciation by incorporating disability inclusion within their business strategy.

"Employers need more education on how these qualified candidates can help meet company objectives. It's a conversation that can lead to an untapped talent source," she said.

As president of the Kansas City chapter in 2014, **she oversaw a ten-fold budget increase** by helping to secure multi-year commitments from the State of Missouri and nationally prominent foundations. In turn, the organization formed the KC@Work initiative and has committed to partnering with businesses to significantly increase the hiring of individuals with disabilities.

Whether advocating for those who need an opportunity, or by clearly communicating the *unrealized* opportunities within an employer's benefit package, Brenda Perkins works tirelessly to engage and connect the perks of work.

To learn more about converting your employee benefit communications from *push-pull to win-win*, contact Brenda at 816-591-4705 or bperkins@perk3consulting.com.