

the value of a benefits philosophy



Your business interests can be locally focused or they may span the globe, but the need for a benefits philosophy is universal.

You already know how important a cohesive company culture is to obtaining and retaining top talent in an increasingly competitive marketplace.

An effective benefits plan starts with a grounded and strategic benefits philosophy that incorporates your organization's vision.

📍 locally based

uncover your competitive edge.

Benefits represent a significant cost to employers and today's plan sponsors face the challenge of managing benefit costs while providing competitive compensation packages to a progressively diverse workforce.

Comprehensive benefits plan benchmarking helps your organization to uncover its competitive edge and ensures your plan remains feasible and effective at attracting and retaining the best and brightest employees.

benefit plan benchmarking > 3-pronged approach



🌐 globally focused

don't let your benefits get lost in translation.

Benefits are meaningful to employees, but only when relevant within a cultural and economic context. Our team of global specialists can help ensure your benefits remain as valuable as you intend them to be.

global coverage, designed for you.

Our international consultants are dedicated to exploring the global marketplace to create a custom-fit plan that aligns with your company's vision and philosophy. Partnerships with global professionals who bring local expertise give us a comprehensive international reach and unique insights into the worldwide benefits landscape.

our clients

With Cowan's international benefits solutions, you can be confident that your members are protected globally.



INPATRIATES

A foreign employee brought in to work in a country of which they are not a citizen



EXPATRIATES

A person who is employed in a country other than that of their citizenship



LOCAL NATIONALS

Employees working for a company in their home country



THIRD COUNTRY NATIONALS (TCN's)

Employees who are not from the home or host country

who says you can't have it all?

With centralized services to ease your administrative headaches, and a dedicated team of multi-line leaders, who says you can't have it all? Cowan offers first-class solutions that are tailored to fit a wide variety of requirements. We're ready to invest the time to engage with your objectives and organizational philosophy across all lines of business.

how to connect

colleen baker

principal & vice president, corporate sales

📞 519-751-8226

✉️ cbaker@williamsongroup.com



cowangroup.ca