

# Alignment of the Benefits Strategy to Our Shared Vision

## **Our Shared Vision:**

Our purpose is to help people realize their hopes and dreams through products and services designed to protect them from life's uncertainties and to prepare them for the future

## **Allstate Strategy:**

Serve distinct customer segments with differentiated offerings and enable them to do business with Allstate when, where and how they choose

## **Allstate Customer Value Proposition: “You’re In Good Hands”**

Allstate always treats me with respect and values my relationship. My local agency knows me and makes me smart about all the risks in my life. Allstate helps me recover from unexpected losses and assists me in preventing them from happening. They help me best use my hard earned money to protect what matters most to me

## **Employee Value Proposition: “Good Work. Good Life. Good Hands.”**

At Allstate, you can pursue your purpose, make an impact, live well and give back

## **Culture Of Wellbeing: “Good Life.... it’s in your hands”.**

Well-being is a journey that begins with you and what matters in your life. We offer you resources in becoming physically energized, emotionally connected, mentally focused and financially strong

## **Benefits Strategy**

**Support EVP with a Culture of Wellbeing - Improve Consumerism - Control Costs**