



## Simplifying Benefits

### *Episode 47 Show Notes*

#### Welcome to the Insurance Leadership Podcast!

Welcome to the Insurance Leadership Podcast! Co-host Casey Combest kicks off today's episode by welcoming Luke Aslesen, the Founder of INFRMD and a trailblazer redefining how employees understand and engage with their benefits. From simplifying complex insurance concepts to launching innovative programs like Benefits Boot Camp, Luke's refreshing approach is transforming employee education in the insurance industry.

#### Simplifying Complex Insurance Concepts

Luke shared how his passion for breaking down complicated insurance jargon into simple, digestible terms has transformed employee engagement. He emphasized the importance of tailoring communication to the audience, saying that benefits should be explained as if to a fifth grader, making them accessible to all.

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*"I'm not in the insurance space—I'm in the people space, meeting people where they are and helping them feel heard and understood." – Luke Aslesen*

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#### Engaging Employees Year-Round

Luke discussed the significance of year-round engagement rather than relying solely on the once-a-year open enrollment period. By leveraging short, engaging videos and direct communication tools, he has found success in capturing employees' attention and helping them better understand their benefits.

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*“Real engagement doesn’t happen during open enrollment—it happens year-round, requiring a shift to continuous communication.” – Luke Aslesen*

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### Driving a Cultural Shift in the Insurance Industry

Luke highlighted the need for a mindset shift among leadership, urging them to prioritize employee understanding and engagement as much as cost management. He argued that businesses investing time and energy into educating their employees create a stronger culture and see long-term benefits.

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*“The industry focuses so much on cost that it often misses the cultural impact of helping employees truly understand their benefits.” – Luke Aslesen*

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### Conclusion

Luke’s insights offer a powerful message for leaders in the insurance industry: educating employees about their benefits isn’t just a cost-saving strategy—it’s an opportunity to build trust, engagement, and culture. Leaders should embrace innovative tools, simplify their messaging, and commit to year-round engagement.

As Luke reminded us, “When employees understand their benefits, they feel supported—and that’s where true value lies.” Let’s challenge ourselves as leaders to prioritize communication and connection, ultimately creating stronger organizations and happier teams.

### What’s Next

Get ready for more leadership insights and dynamic conversations on upcoming episodes of the Insurance Leadership Podcast! Starting in March 2025, we’ll be featuring some amazing speakers from this year’s ICMG conference in Tampa. Their expertise and fresh perspectives are sure to leave you inspired and ready to tackle the challenges of the industry.

We want to hear from you! Share your thoughts, suggest guest speakers, or pitch topics you’d love for us to cover. Connect with us on [LinkedIn](#), [Instagram](#), and [Facebook](#), and be part of shaping the future of the Insurance Leadership Podcast.

And don’t forget—leave us a review and let us know what you think. Your feedback fuels our mission to bring you the best insights and conversations in the business!