



True Value

Meaningful Engagement

Practical Innovation

Where employee benefits finally work.

Workplace Profiles Framework

A working model for diagnosing where an organisation sits today, how it behaves in practice and how **CJ Workplace** should respond.



Your current workplace profile: **Selectors**



Beginning to explore what good looks like, but nothing formalised. Early thinking, low confidence. Open-minded, low complexity, but unclear on cost, value and direction.

CJ Workplace: We create clarity and direction. Build a right-sized foundation and early confidence.

Great traits they will recognise	Challenges that usually resonate
<ul style="list-style-type: none">• Strong intent to do right by their people	<ul style="list-style-type: none">• No clear benefits structure or long-term strategy
<ul style="list-style-type: none">• Open-minded and receptive to new ideas	<ul style="list-style-type: none">• Uncertainty around cost versus value
<ul style="list-style-type: none">• Little legacy constraint, which gives them flexibility	<ul style="list-style-type: none">• No internal owner with real confidence in this space
<ul style="list-style-type: none">• A close enough culture for positive change to land quickly	<ul style="list-style-type: none">• Employees receive little tangible support beyond salary



Your current workplace profile: **Crafters**



Have started building something with intent, but it's still inconsistent. Good energy, early decisions. Care is high, but structure, alignment and measurable value are still developing.

CJ Workplace: We turn intent into structure. Align benefits, improve consistency and start linking to outcomes.

Great traits they will recognise	Challenges that usually resonate
<ul style="list-style-type: none">• Prepared to take action where others would still be hesitating	<ul style="list-style-type: none">• Benefits are not yet fully aligned to business objectives
<ul style="list-style-type: none">• Genuine care for employee wellbeing and experience	<ul style="list-style-type: none">• Provision can still be inconsistent or leave obvious gaps
<ul style="list-style-type: none">• Willingness to invest in the right areas	<ul style="list-style-type: none">• Long-term value and measurable return are not always understood
<ul style="list-style-type: none">• Open to guidance and keen to improve what is already taking shape	<ul style="list-style-type: none">• Engagement is often light and dependent on good intentions rather than process



Your current workplace profile: **Weavers**



Have invested over time, but it's fragmented. Good parts exist, but they don't connect. Spend is there, but engagement is low and value isn't fully realised.

CJ Workplace: We bring it together. Create cohesion, improve visibility and turn spend into impact.

Great traits they will recognise	Challenges that usually resonate
<ul style="list-style-type: none">• Willingness to invest in people over time	<ul style="list-style-type: none">• The overall benefits structure feels disjointed and inconsistent
<ul style="list-style-type: none">• Multiple benefits are already in place, giving a useful base to work from	<ul style="list-style-type: none">• Employees often have low awareness of what exists
<ul style="list-style-type: none">• There is real care and intent beneath the existing setup	<ul style="list-style-type: none">• Leadership struggles to see or evidence genuine return on spend
<ul style="list-style-type: none">• The business is often aware enough to know there is room for improvement	<ul style="list-style-type: none">• Administration can feel heavier than it should



Your current workplace profile: **Tailors**



A well-built and structured setup that works but hasn't evolved. Strong base, starting to plateau. Stable and credible, but risks becoming background rather than differentiating.

CJ Workplace: We refresh and sharpen. Reignite engagement and reposition benefits as a competitive advantage.

Great traits they will recognise	Challenges that usually resonate
<ul style="list-style-type: none">• A coherent and more mature benefits structure	<ul style="list-style-type: none">• Engagement can plateau once provision becomes familiar
<ul style="list-style-type: none">• Clear commitment and investment in employee value	<ul style="list-style-type: none">• Innovation and freshness may have slowed
<ul style="list-style-type: none">• A stronger understanding of how benefits support proposition and culture	<ul style="list-style-type: none">• The scheme can fade into background noise rather than feeling differentiating
<ul style="list-style-type: none">• Useful stability and control over what is already in place	<ul style="list-style-type: none">• Leadership may underestimate the opportunity cost of standing still



Your current workplace profile: **Curators**



A strong, established benefits ecosystem already in place. Now focused on refinement and elevation. High investment and scale, but complexity and ROI clarity can hold things back.

CJ Workplace: We elevate and optimise. Enhance experience, improve governance and drive measurable impact.

Great traits they will recognise	Challenges that usually resonate
<ul style="list-style-type: none">• A coherent and more mature benefits structure	<ul style="list-style-type: none">• Engagement can plateau once provision becomes familiar
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The aspirational layer above the model: **The Signature**



The standard we're always working towards. A fully embedded, evolving and intentional approach. Something so well considered it can grow and adapt without losing its integrity.

CJ Workplace: We guide the pursuit. Continuously refine, challenge and evolve towards best-in-class.

What it represents	Practical meaning
Intentionality	Benefits are not accidental. They are designed around business and people outcomes.
Continuity	The proposition can evolve over time without losing coherence.
Stewardship	Leadership can hand the approach forward with confidence
Pursuit	There is always a next improvement, even when the current position is strong



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0114 5511 384

hello@cjworkplace.com

www.cjworkplace.com

All statistics sourced from: Isio & YouGov (2023), Drewberry Employee Benefits Survey (2025), Gallup State of the Global Workplace (2025), GRiD, Gallagher (2025), MetLife UK (2024), UK Government Keep Britain Working Review (2025), Hooray Insurance (2024).

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www.cjworkplace.com