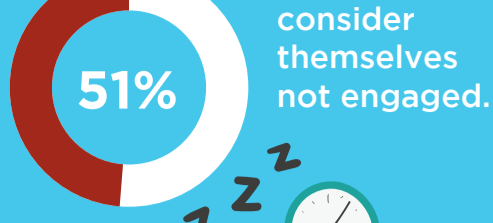
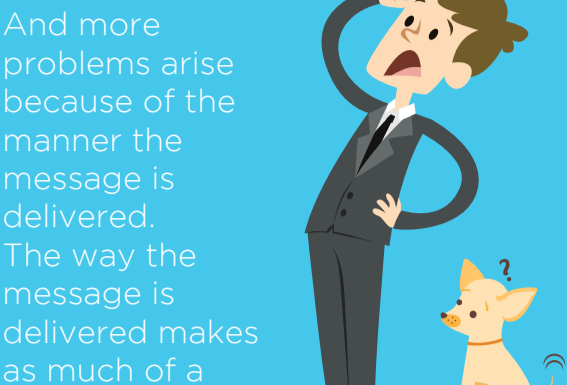


Strengthen Your Employee Benefits Communications Strategy



Part of the reason is due to difficulties passing on complex messages...

Source: Gallup



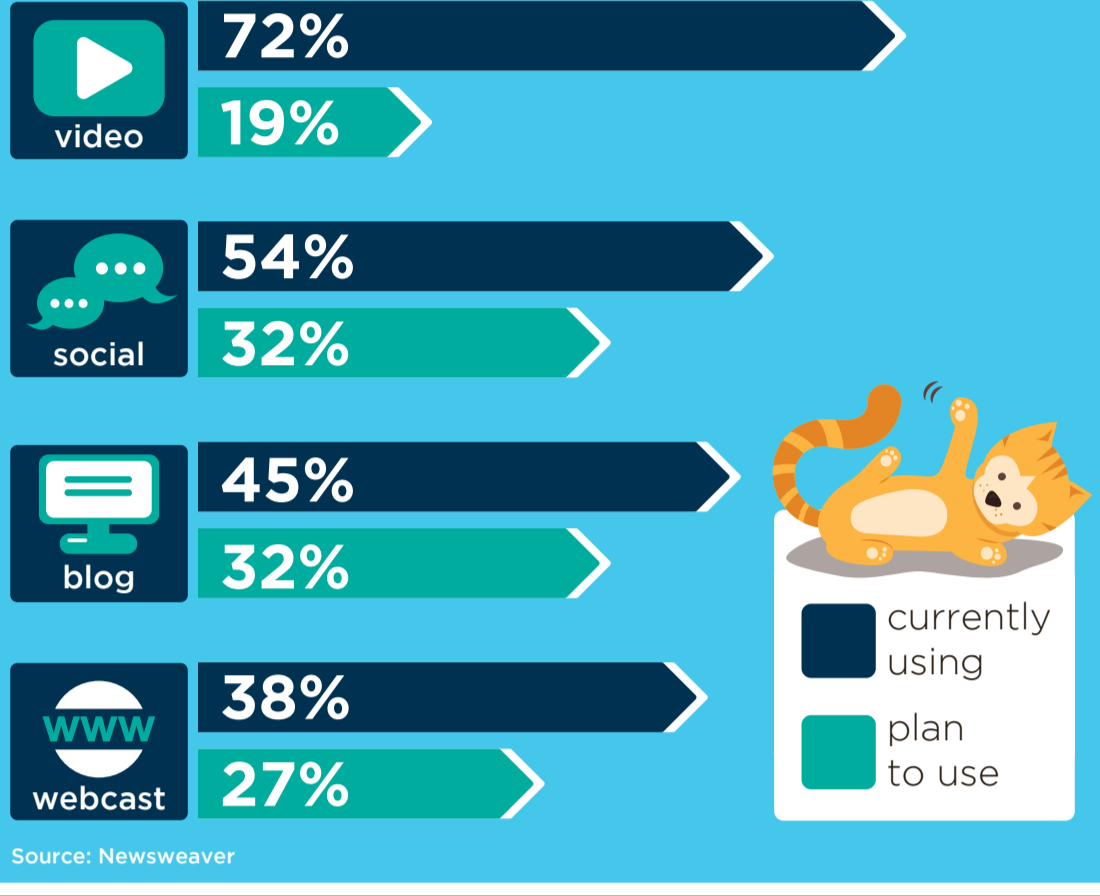
And more problems arise because of the manner the message is delivered. The way the message is delivered makes as much of a statement as the message itself.

Source: GuideSpark



Source: Newsweaver

Meanwhile, companies are exploring new options to make a statement.



Source: Newsweaver

10 Tips for an Effective Communications Strategy

1
Set objectives and measure your success. Then promote your success!



2
Keep the message clear and concise, and avoid jargon.

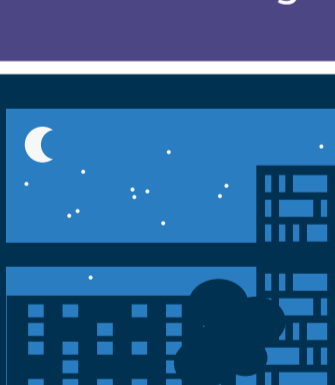
Woof! Woof!

3
Focus groups with employees offer insight into what is and isn't effective.



4
Use a multi-channel approach to magnify the message.

5
24/7 communications access is crucial.



6
Explain to employees what's in it for them.

- Less Cost
- More Value
- Peace of Mind

7
"Gamification" - adding gaming elements to traditional communications - can motivate employees to act on your message.

8
The use of themes can add an element of fun to your communications.

9
Utilize trends such as video, social media, mobile, blogs and webcasts to connect with employees.

10
Cascading ensures the information reaches every employee.