**Example: One-page plan for a Total Reward communications strategy in a large multi-location organisation**

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>MEASURING SUCCESS</th>
<th>STAKEHOLDERS</th>
</tr>
</thead>
</table>
| **Year 1** | • Reward take-up rates  
• Before and after focus group/survey results  
• Regular pulse surveys  
• Reduction in absence  
• Improved employee performance  
• Improved employee engagement | • Executive team  
• HR  
• Employees  
• Line managers  
• Trade unions  
• Finance/payroll  
• IT  
• Benefit providers  
• New applicants |
| **Year 2** | • Define and implement financial education programme | • Hardcopy – exec papers  
• Online – intranet, mobile data, email promotion, web chat, query line, FAQs  
• Face-to-face – staff briefings, 1:1s  
• Telephone helpline |
| **Year 3** | • Improve employee awareness and understanding of benefits  
• Promote/reinforce value of Total Reward  
• Describe the journey | • Accuracy of current employee and reward data  
• Audience – effective communication to range of staff  
• Internal resource  
• Other activities/comms happening within the organisation  
• Communication style – language, tone, style, terminology  
• Tailor communications – avoiding ‘one size fits all’ |

**KEY MESSAGES**
- Reward – choice, flexibility and value
- Employees are critical to our success
- Be part of our journey

**CHANNELS**
- Hardcopy – exec papers
- Online – intranet, mobile data, email promotion, web chat, query line, FAQs
- Face-to-face – staff briefings, 1:1s
- Telephone helpline