

Reward strategy toolkit

PHASE 3: Implementation and communication



Once you have identified and assessed which elements of reward will best support the delivery of your objectives, it is important to develop a robust implementation and communications plan for your reward strategy.

This checklist will help you to identify the key actions from [phase three](#) of the reward strategy toolkit.

Testing your approach

- Test your proposed approach** – testing is vital to ensuring staff engage and buy into the new reward approach. Consider who you could test your approach with and which method of testing is appropriate. You may want to hold focus groups to gain feedback, carry out a staff survey or run a pilot with one section of the workforce.

Developing your implementation plan

- Develop a plan which suits your approach** – there are a number of areas to consider prior to introducing new reward elements. Some of these include:
 - Do you need an implementation project board and who should be on this?
 - What is the eligibility criteria for each element of reward? Can everyone access each of the benefits?
 - Do you want to outsource your flexible benefits? What are the pros and cons?
 - Are any policies or procedures going to be affected?
 - When should you launch any new reward elements? It is important to think about the timing of this.

Managing the change

- Communicate the changes clearly** – this will help you to promote your reward offer and engage with staff. It is important that staff understand the reasons and how any changes may impact them.
- Communication from the senior team** – the visible support of senior management is fundamental to the success of implementing a new reward strategy. Consider how they can help to launch and communicate your reward offer.
- Engage with managers and local trade union representatives** – they are a powerful means of communicating with staff and can help you with testing your approach. It is important to involve them in the communication of your reward offer.

Developing your communications strategy

- Work with your communications team** – they will help you to identify the best communication channels and other activities which may be happening across the organisation.
- Develop a clear communications plan** – consider what you want to communicate and how you are going to do it. It is important to think about your audience, the key messages, communication channels and timescales. These should all feed in to your overall objective.
- Engage with your staff** – have you helped your staff fully understand and appreciate the value of working for your organisation? Ensure you continue to seek feedback from staff on your reward offer.

Use the resources available within our [reward strategy toolkit](#) to help you through phase three. Tell us what you think about our products and resources, email reward@nhsemployers.org