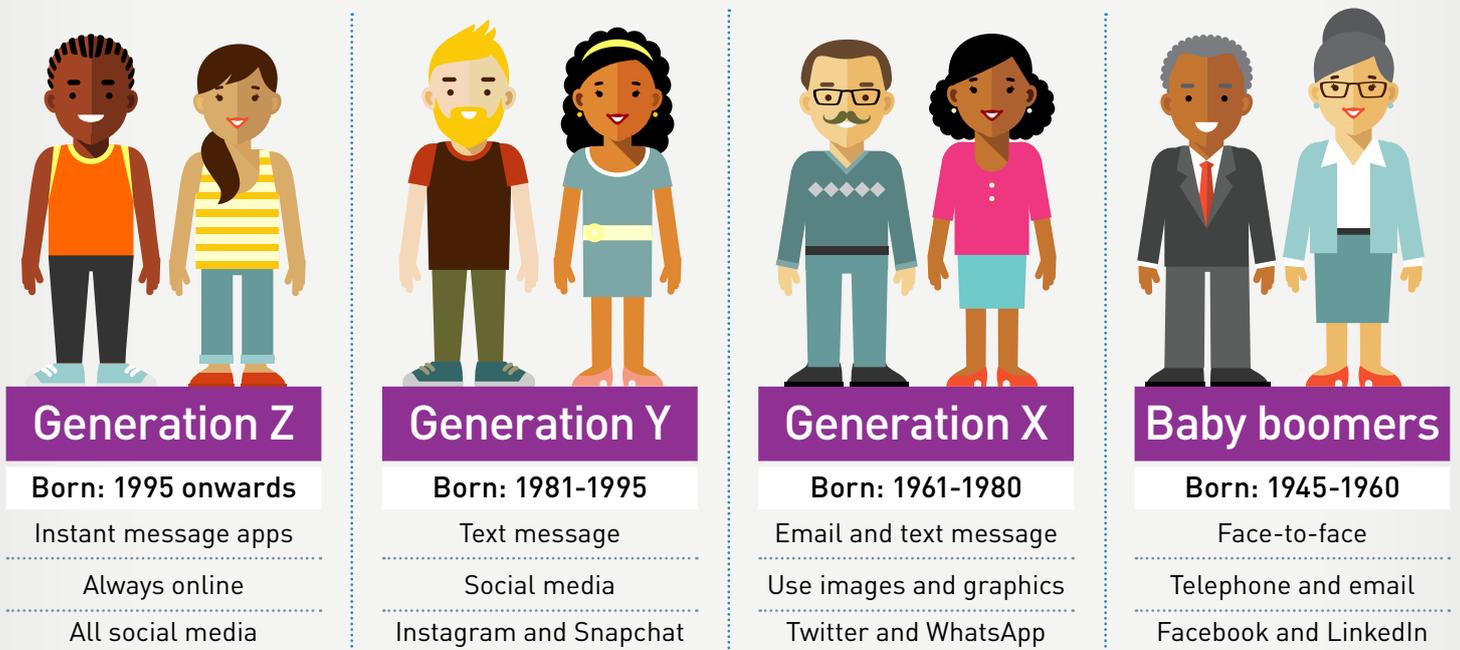


COMMUNICATING REWARD ACROSS YOUR MULTI-GENERATIONAL WORKFORCE

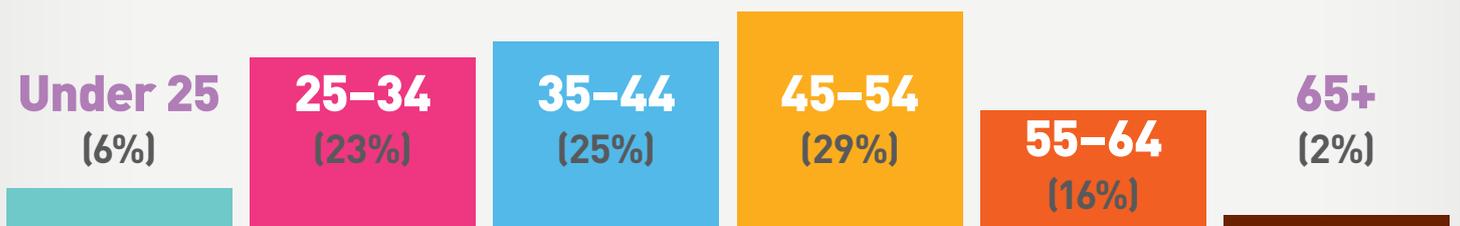
There are four different generations in the workplace¹, each with their own preferred communication channels. Research shows that employees who understand their benefits will place a higher value on their overall reward package². Communicating your rewards through a generation's preferred channels will help increase awareness and engagement of what you offer.

PREFERRED CHANNELS^{3,4,7}

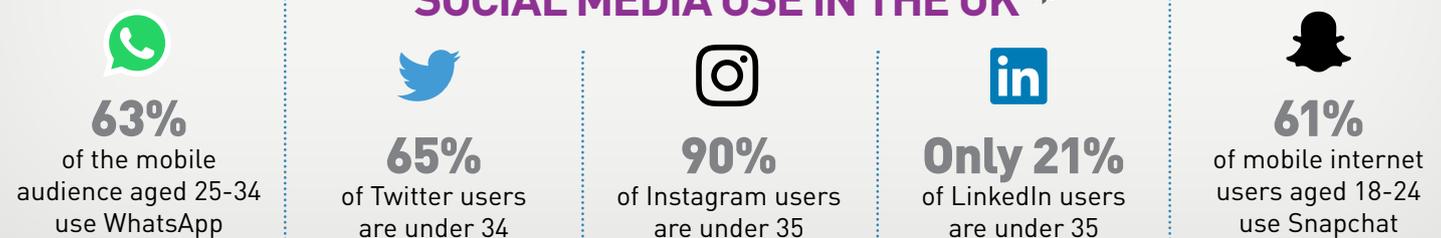


AGE OF THE NHS WORKFORCE⁵

Understanding the age of your workforce and how they like to be communicated with will help you plan and target your reward communications effectively.



SOCIAL MEDIA USE IN THE UK^{6,7}



Our reward strategy toolkit provides tips on how to develop and communicate your rewards.

Tell us what you think about our products and resources: email reward@nhsemployers.org

Sources: 1. UK Commission for employment and skills report *The future of work jobs and skills in 2030*. 2. IES Report: *The report between total reward and employee engagement*, as commissioned by NHS Employers May 2016. 3. *Talking about my generation: Exploring the benefits engagement challenge*, Barclays Corporate and Employer Solutions, September 2013. 4. NHS Health Education England *Mind the gap* research report. 5. NHS Digital *NHS workforce statistics, April 2016, provisional statistics*. 6. Warren Knight *The demographics of social media users in 2016*. 7. Ofcom *The communications market 2016 report*. © NHS Confederation 2016