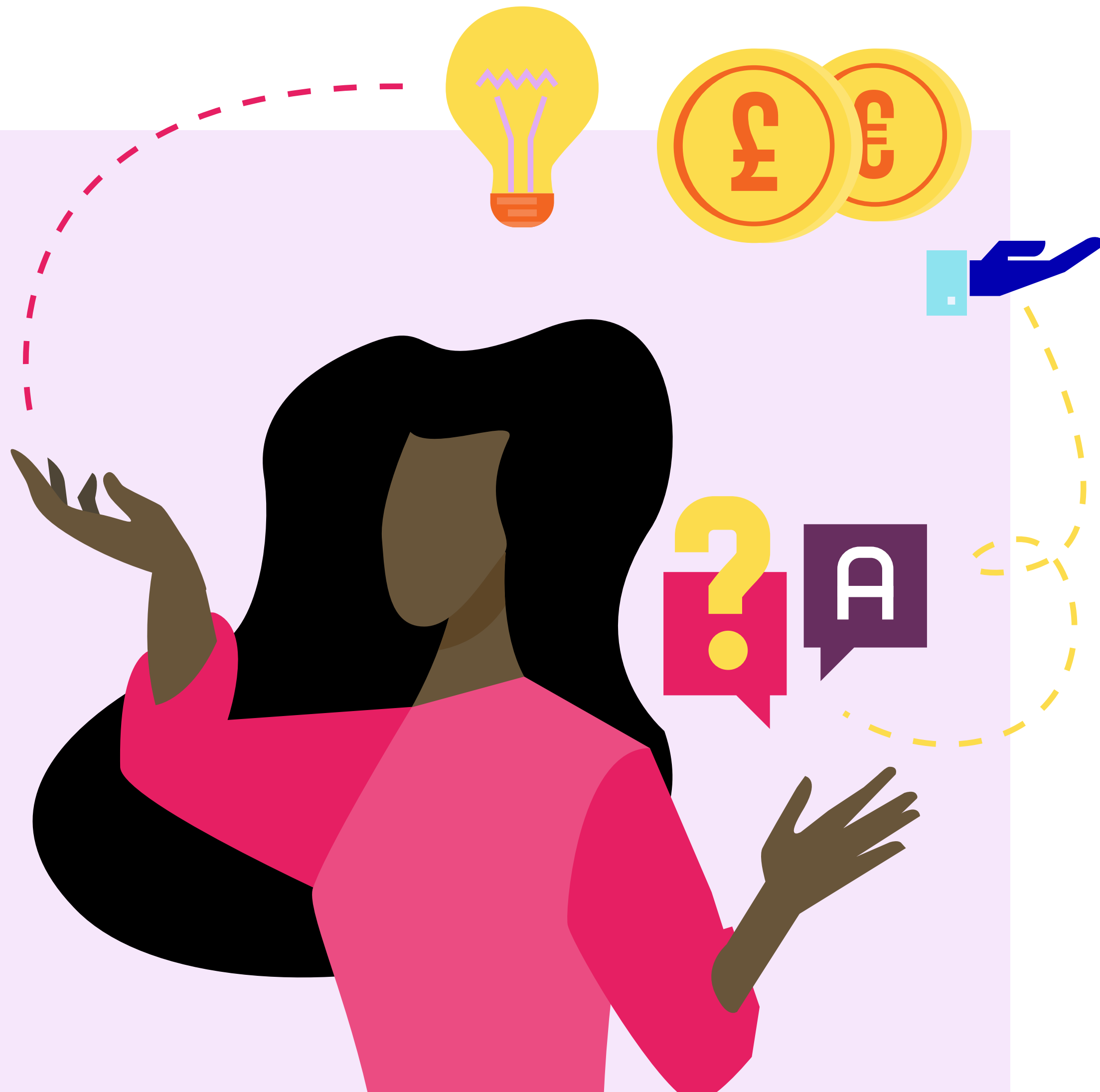


Communicating share plans

**You know their value,
but do your employees?**



What's the big deal?

Your share plan is an opportunity for your colleagues to be part of your organisation's success, engage with your purpose, and thrive in their personal lives. But communicating share plans effectively is complex.

Despite the exciting potential of share plans, many organisations struggle to make them accessible and meaningful within their wider reward offering. Without a clear strategy and plan of action, you miss a great opportunity to attract and engage your people.

In this explainer you'll learn **why** share plan communications are important, **what** to consider when devising a communications strategy, and **how** to communicate share plans well.

? Why share plan communications are valuable

If you want people to know about your share plan, you need to do more than just signpost it. You need to *communicate* it. Having a great share plan is redundant if nobody knows about it or how it works, so get comfortable explaining how it can benefit your people.

Cover the basics

As well as the technical aspects of your share plan and the options that are available to them, shout about about the benefits of joining. Help them to understand its value, and how it can work for them in the short and long-term.

Corporate social responsibility (CSR)

Use this opportunity to explain the economic impact your business has on society. Include environmental, social, and governance (ESG) commitments, and how your share plan fits into that model.

Financial education

It's worthwhile offering wider financial education alongside your share plans. Through joining, employees can build wealth and help secure their financial future. They have the opportunity to become more financially literate and gain a deeper understanding of the stock market and investments. Provide resources, workshops and seminars that empower people, so they can make well-informed decisions.

Connect the dots

Show your people that your share plan is one of the many benefits designed to support their financial wellbeing. Consider how you'll communicate your belonging and culture message so that your people can see the bigger picture, remaining loyal and happy within your organisation.

5 tips for navigating share plans

- ★ Be intentional about your communications
- ★ Cover the key benefits
- ★ Consider your corporate responsibility
- ★ Include wider financial education
- ★ Focus on the bigger picture



What to consider in your communications

If there's one thing you need in place to communicate a share plan with clarity, consistency and clout, it's a clear strategy. You need to deliver the right message, at the right time, in the right format.

Audit your content

Do you know the value of auditing your content and processes? Before launching into a new campaign, do some investigating. Work with your internal communications team to get an idea of what works for your colleagues – and what doesn't. Auditing can help you ensure everything is aligned to your audience needs and will inform your communications strategy.

Set your frequency

Consider what communications you'll need for the launch, and longer-term. This will ensure your communications are proactive, intentional and easy to deliver. Whether you're communicating about vesting schedules to your existing participants, or promoting your share plan to new employees, don't let your communications be a last-minute thought.

Choose your channels

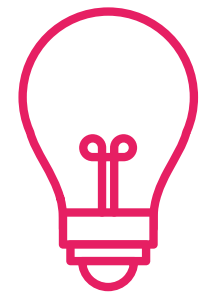
Where are your employees based? How do they search for information? Consider if you'll need printed materials for your offline employees, or whether digital channels are sufficient. Meeting your people where they are is key to getting them onboard with your message, ensuring they feel seen and heard.

Measure your success

Think about how you'll measure the success of your efforts. This will vary depending on whether you're launching a new share plan or refreshing existing communications. Are you focussed on take-up rates or wider engagement levels? Will you measure that by how many people read your emails, or how long they spend on your digital hub? What's most appropriate for your organisation will depend on your context. But however you choose to measure your success, use this data to inform your next move.

5 tips for a strategic approach

- ★ Invest time in your strategy
- ★ Conduct an internal audit
- ★ Consider frequency of delivery
- ★ Use different channels
- ★ Capture data



How to communicate effectively

Once you've worked out your strategy, you can begin creating an internal communications campaign that's going to get your people excited. This is where the creative magic happens! Bring your share plan to life in a way that cuts through jargon, increases awareness and creates that all-important engagement.

Flex your creativity

Be **bold** with your communications. Thoughtful design elements will elevate your content and get it noticed. Think attention-grabbing videos or interactive brochures. You want your communications to inspire people to take action and come on the journey *with* you.

Lose the volume, lose the complexity

It can be tempting to give your colleagues all the information about the plan in one go. But information overload risks confusing people, or switching them off altogether. Deliver your message in bite-size pieces with clear touchpoints so they stay engaged. Remember to avoid jargon and complicated language, too.

Add a human touch

Storytelling is a great way to create engagement and start conversations. If previous participants are willing to share their positive experiences, use them in your share plan communications. This will create awareness and inspire others.

Timing is everything

Maximise engagement with your share plan by communicating with colleagues before, during and after enrolment. Keep them informed throughout the lifecycle of the plan with regular communication to build trust and engagement. You can link your communications to key events in your calendar, such as your AGM, or economic trends like changes in inflation.

5 tips for effective communications

- ★ Bring your share plan to life
- ★ Get creative with design
- ★ KISS (keep it simple, stupid!)
- ★ Tell real stories
- ★ Keep the conversation going

By using our why, what and how method to plan your share plan communications, you'll soon be on the road to **engaging**, **educating** and **empowering** your people.

We transform complex total reward and share plan messaging into clear, creative and compelling communication. Our team of technical and creative experts know your world and understand the challenges you face.

We start each project with a discovery call to ensure we're aligned with our clients' needs. We walk with them to the end of their project, and provide strategic support in their ongoing communications. We pride ourselves on exceptional results and lasting relationships.

- Engage
- Educate
- Empower



Want to take your communications to the next level? Contact us for an informal chat.

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