



# GR9 | Strategic Communication in Total Rewards

## Course Overview

This course provides an introduction to strategic communication, focusing on total rewards communication. It begins by establishing the purpose and value of strategic communication along with discussing how behaviors can be influenced by communications. In addition, an eight-step process is detailed providing guidance for creating an effective and efficient communication campaign. Case studies provide participants an opportunity to apply the eight-step process. Furthermore, specific communications related to each of the total rewards elements are highlighted, as are suggestions for communicating special situations, such as a merger or acquisition.

## Intended Audience

Course GR9 is designed for those experienced in the employee compensation and benefits fields or for those who would like to broaden their total rewards perspective.

This course is strategic in nature and is designed for participants who need to focus primarily on the design and direction of communication.

## Modules

MODULE 1 Communication Strategy and Total Rewards

MODULE 2 Communication Fundamentals

MODULE 3 The Strategic Communication Process: Steps 1-4

MODULE 4 The Strategic Communication Process: Steps 5-6

MODULE 5 The Strategic Communication Process: Steps 7-8

MODULE 6 Total Rewards Communication and Special Situations