



GR9 Strategic Communication in Total Rewards

Make Sure Employees “Get It”

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 an acquisition.

- Learn the rationale for strategically planning a communication campaign.
- Discuss the characteristics of effective communication.
- Obtain an understanding of the eight steps of the communication process.
- Identify the appropriate communication channel to deliver the message.
- Cover specific total rewards communications considerations and special situations.
- Find out how to effectively and efficiently manage your communication campaign.

Who Should Register

This course is strategic in nature and is designed for participants who need to focus primarily on the design and direction of communication. It is designed for those experienced in the employee compensation and benefits fields or for those who would like to broaden their total rewards perspective.

What You Will Learn

Communication Strategy and Total Rewards

- Total rewards concepts and components
- Strategic total rewards communication
- Effective communication
- Management’s role in communication

Communication Fundamentals

- Fundamentals of communication
- Communication models
- Effective communication
- Potential barriers to effective communication
- The strategic communication process

The Strategic Communication Process: Steps 1-4

- Step 1 — Analyze the situation
- Step 2 — Define the objectives
- Step 3 — Conduct audience research
- Step 4 — Determine key messages
- Case study

The Strategic Communication Process: Steps 5-6

- Step 5 — Select the communication channel
 - Face-to-face
 - Paper-based
 - Technology-based
- Step 6 — Develop the communications campaign

The Strategic Communication Process: Steps 7-8

- Step 7 — Implement the campaign
- Step 8 — Evaluate the campaign
- Case study
- Managing the communication campaign

Total Rewards Communication and Special Situations

- Total rewards communication
 - Compensation
 - Benefits
 - Work-life effectiveness
 - Recognition
 - Performance management
 - Talent development

- Communicating the value of a total rewards statement
- Special situations
- Working effectively with external vendors and internal communication departments