

# 6 steps that can transform your employee communications

## Introducing our practical toolkit for employers

Do you want to boost employee benefits and wellbeing value for your people and your business? This is about using purpose-led communication to help integrate benefits into wider wellbeing. It's about using data to get more joined-up, targeted and effective. And it's about supporting employee engagement goals.

Our employer communications toolkit has been designed to help businesses like yours create a bespoke communications plan for employee benefits and wellbeing programmes. Here you can find out why employee engagement matters, what to expect from our toolkit, and how it can help you start communicating more effectively.



## Our toolkit can help boost your employee engagement

Employee engagement is about creating an environment that supports your employees to give their best each day. It helps them to feel part of the organisation and motivated to contribute towards its success. Wellbeing represents a key pillar of employee engagement.

It's based on:

- **Trust**
- **Integrity**
- **Two-way commitment**
- **Good communication**

Companies with better engagement have:



**18% higher productivity**



**12% higher customer advocacy**



**2.5 times greater revenue growth**

## Discover the 6 steps to communication success

Our toolkit is centred around a 6-step plan to help you build tailored communications that work for your people and your business. It includes practical planning tools, tips, templates, examples and checklists, plus guidance on how to track your progress with effective measurement.

The steps take you through a series of questions that will kick-start your bespoke strategy:



### 1. Where do you want to be?

Starting with the result in mind, you'll first focus on what you want your employees to know, feel, think, and do.



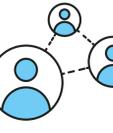
### 2. Where are you now?

Next you'll assess where you are, so you can identify gaps, understand communication needs and put realistic measures in place.



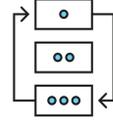
### 3. How do you get there?

This step takes you through a basic communication audit. What's working, what isn't and what could be.



### 4. Who are you talking to?

Get to know your employees so you can get the right message to the right people – at the right time.



### 5. Develop your plan

With all your insights in place, now is the time to use our template to draft your basic communication plan.



### 6. How did you do?

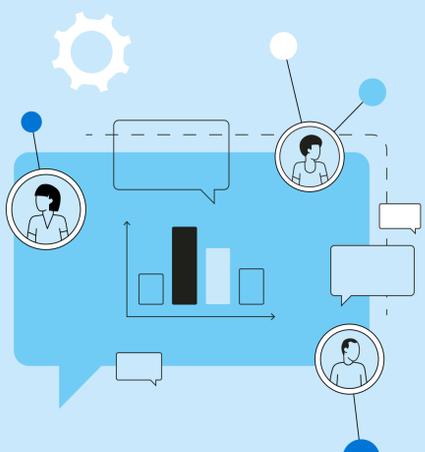
Communication is a living, breathing process. That's why our toolkit includes information on how you can analyse your programme to make tweaks and improvements.

## Understand the 5 myths of employee communication – and how to challenge them

There are several beliefs that can stop businesses from even getting started with an effective communications plan. But here's where that ends.

In our video, Suzanne Clarkson, Managing Director of Coach House Communications, busts the 5 common myths that could be holding you back.

[Watch the video](#)



## Our strategies are tried and tested – right here at Legal & General

We've implemented our own plan to improve employee engagement with our benefits and wellbeing programmes.

Claire Parker, HR Director of Legal & General Insurance says:

**“Wellbeing is embedded at a very senior level at Legal & General. We undertake surveys four times a year to understand how our people are feeling.”**

**“We found that 82% of our people thought that they got great line manager support, and 77% know where to go to access wellbeing support.”**

**“We're continuing to do more to embed wellbeing at the heart of our comms strategy.”**

**Watch Claire** talk more about our comms strategy

## Are you ready to transform your communications?

Get started on building your tailored communication plan for your employees by downloading our toolkit, which includes:

- **A 15 page e-book**
- **Planning templates and guidance**
- **Expert videos**

[Find out more](#)