

# Top tips

for communicating a new employee benefit

## 1. Crystal clear



Be clear, precise and to-the-point.

## 2. Words matter



Avoid jargon and off-putting phrases.

## 3. Multiple methods



Communicate in a wide variety of ways.

## 4. Employee advocates



Enlist your staff to spread the word.

## 5. The personal touch



Focus on individuals' priorities and requirements.

## 6. 'Is it right for me?'



Show employees exactly how they can benefit.