

Pay and Reward Communications by 3R Strategy

Helping you attract and retain top talent

Tailor Your Message

Even with fair pay and reward policies in place, there is still important work to be done to ensure genuine pay transparency. Your organisation may have a generous pay and reward package, but this means little if employees don't understand it or aren't even aware of it.

The solution is simple: **clear and transparent communication.**



- FAQs
- Employee guides
- Leaders' guides
- Explainer videos
- One-pagers

We know that upholding your company brand is important. But it shouldn't stop at a logo. This is why we incorporate your tone of voice, brand colours, imagery, fonts and language into every piece of communication we create.

Using our video generation software, we can even **recreate the voice of your CEO**, director or team member of your choosing to ensure you instil a sense of familiarity and leadership across every platform.



What Can Reward Communications Do for You?

- Build employee understanding of the **what, how, and why** of their pay and benefits.
- **Empower employees** to pursue their own development.
- Motivate them to contribute to the **overall success** of your organisation.
- **Retain top talent** in an affordable, effective way.
- Promote a **positive workplace culture.**
- Exemplify your brand and **company values.**

Instead of spending thousands on raises or bonuses, consider investing a fraction of that cost to build a sense of fairness and purpose.

Employees are more concerned with **knowing they are being treated fairly** than what they are actually paid.

Your Number One Retention Tool

Pay and reward transparency is more than just a passing trend—there's hard data to back up its benefits.

Here's what some leading experts have to say about the effects of effective communications...

13X

Research conducted by US company Josh Bersin reveals that effectively communicating pay equity is **13 times more important** for retaining and engaging employees than offering higher levels of pay.

It also highlights that organisations that communicate pay equity effectively are more likely to:



Over two-thirds of HR and reward professionals struggle to effectively communicate and promote the value of their benefits package to employees. - **Thomas Online Benefits**



Employees receiving below-market pay had a job satisfaction score of 40%. However, when the reasons for these pay decisions were communicated, their job satisfaction **more than doubled** to 82%. - **PayScale**



Meet or surpass financial targets



Attract and retain exceptional talent



Drive effective innovation



Achieve higher levels of customer satisfaction

Inclusive Multichannel Learning

We all learn and consume information in different ways. Offering a range of communication materials will give your team members equal opportunities to develop a clear understanding.

Our reward and communications experts can create a plan for you that caters to every employee. We'll ensure your company branding and tone of voice are maintained consistently throughout.

This way, your bespoke communications will be ready to take straight to employees, without the hassle of changing colours, logos or language.

Q&As

Many employees will come to you with the same worries and concerns. An FAQ document is a quick and effective way of tackling common questions about new policies and processes without taking up managers' time.

Employee Guides

For your employees who learn best through reading or writing, an employee guide provides a more detailed overview of your new approach. With a mixture of visuals and text, it helps get the message across to the masses.

Explainer Videos

Your visual and auditory learners will appreciate communications in video format. With subtitles and a voiceover describing the policies, these can be highly engaging and accessible tools.

One-Pagers

A visual learner's dream. Our branded one-pagers simplify the most complex process into bite-sized images and graphics.

Prepare Your Managers for Pay Conversations

Engaging in conversations that may sometimes be difficult helps build strong, trusting relationships. However, many leaders are unprepared to talk about pay with their employees.

Blame is often shifted onto HR when managers don't have the answers or are dealing with disgruntled individuals.

Our goal is to equip your organisation with the knowledge and preparation skills necessary to conduct these conversations with professionalism and confidence.



Delivered via:



Four-part video

Delivered in your branding in bite-sized installments.



Half-day workshop

For employees who learn best in collaborative settings.

Learn more about:

- Why pay conversations are important
- How to prepare for them
- How to conduct the conversations
- A helpful feedback model
- Examples of our principles in action

“Familiar voices are **easier to understand**. We even pick out different information depending on whether we're trying to recognise a voice or understand the words they are saying.” - UCL

By embracing these conversations instead of avoiding them, you can **provide clarity to team members** around their pay and career, and help to retain talented people.

The addition of a familiar voice, such as your CEO or director, will ensure employees digest the key information. We make this very easy with the help of our specialist software.

Companies We've Worked With



Trusted by organisations like HarperCollins, Mental Health Matters, and the Institute of Export & International Trade, we have successfully helped them to build pay equity and awareness through clear, bespoke reward communications.

The end result was an educated and engaged workforce, with a strong understanding of how their organisation's policies could benefit them now and in the future.

We can deliver the same results for you.

Harworth

"Working with 3R Strategy has highlighted the benefits of specialist internal comms support and it's something we're now considering within Harworth Group."

Kate Morris-Bates, Group Resources & Transformation Director, Harworth Group Plc

HarperCollins Publishers

"The project has provided our employees with clear pathways for growth and advancement within the company and allowed us to be as transparent as possible."

John Athanasiou, Director of People, HarperCollins



3strategy
Reward, Recognise, Retain

Book a call today



+44(0)203 8806650



sarah@3r-strategy.com



3r-strategy.com