



Pensions – Administration moves centre stage

New Approaches to PENSION COMMUNICATION

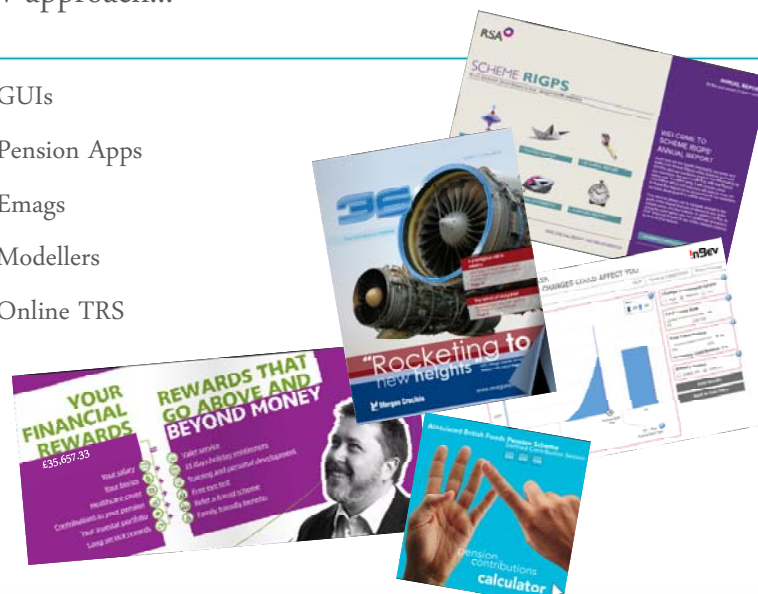
Kevin Shilling



SHILLING communication

New approach...

- GUIs
- Pension Apps
- Emags
- Modellers
- Online TRS




SHILLING communication



Pensions – Administration moves centre stage

New approach...

... Strategic thinking and planning – five elements, five outcomes

A photograph of a blue-tinted mountain range under a clear sky, used as a background for the text.

SHILLING communication

Strategic planning...

A circular diagram divided into five segments by white lines that meet at the center. The segments are labeled: LIFE (top-left), MESSAGE (top-right), METHOD (right), VALUES (bottom), and PERSONAL (left). Grey arrows on the outer edge of the circle indicate a clockwise flow from one segment to the next.

SHILLING communication



Pensions – Administration moves centre stage

Planning

MESSAGE	METHOD	VALUES	PERSONAL	LIFE!
Clear				
Consistent				
Relevant				
Supporting				
Tone				
Honest				

SHILLING
communication

Planning

MESSAGE	METHOD	VALUES	PERSONAL	LIFE!
Clear	Print			
Consistent	Electronic			
Relevant	Briefings			
Supporting	Modeller			
Tone	Branding			
Honest	Apps			

SHILLING
communication

Pensions – Administration moves centre stage

Planning

MESSAGE	METHOD	VALUES	PERSONAL	LIFE!
Clear	Print	Transparent		
Consistent	Electronic	Keep to facts		
Relevant	Briefings	Ownership		
Supporting	Modeller	Corporate		
Tone	Branding	Environment		
Honest	Apps	Diversity		

SHILLING
communication

Planning

MESSAGE	METHOD	VALUES	PERSONAL	LIFE!
Clear	Print	Transparent	Feedback	
Consistent	Electronic	Keep to facts	Focus group	
Relevant	Briefings	Ownership	Surveys	
Supporting	Modeller	Corporate	Gauge	
Tone	Branding	Environment	Grapevine	
Honesty	Apps	Diversity	Rumours	

SHILLING
communication

Pensions – Administration moves centre stage

Planning

MESSAGE	METHOD	VALUES	PERSONAL	LIFE!
Clear	Print	Transparent	Feedback	Anticipation
Consistent	Electronic	Keep to facts	Focus group	Political
Relevant	Briefings	Ownership	Surveys	Legislation
Supporting	Modeller	Corporate	Gauge	Success
Tone	Branding	Environment	Grapevine	Flexibility
Honest	Apps	Diversity	Rumours	Responsive

SHILLING communication

Five outcomes

MESSAGE	METHOD	VALUES	PERSONAL	LIFE!
Clear	Print	Transparent	Feedback	Anticipation
Consistent	Electronic	Keep to facts	Focus group	Political
Relevant	Briefings	Ownership	Surveys	Legislation
Supporting	Modeller	Corporate	Gauge	Success
Tone	Branding	Environment	Grapevine	Flexibility
Honest	Apps	Diversity	Rumours	Responsive

>AWARENESS
 >UNDERSTANDING
 >ENGAGEMENT
 >ACCEPTANCE
 >TRUST!

SHILLING communication

Pensions – Administration moves centre stage

The Cooperative Group

MESSAGE
‘Working together.’ Harmonisation of company and equalisation of benefits

METHOD
Diverse audience. Mix of website, print, modeller and managers’ information packs

VALUES
Commitment from the top. Steering Group. Employers took ownership of problem.

PERSONAL
Feedback through team briefings, website, internal publications

LIFE
More acquisitions.



SHILLING communication

Lend Lease


MESSAGE
Reduce future risks and provide fair and sustainable scheme for all members. NOT cost cutting exercise.

METHOD
Paper announcements, **electronic** CD-Rom pack and modelling tools. **Face to face**. Communication ‘**personalised**’ throughout. HR support.

VALUES
Open and two way process from the start. Global CEO and UK CEO involved and integral, presentations and teleconferences.

PERSONAL
Contact / support via Employee Pension Forums, Roadshows, Helpline and company paid IFA sessions.

LIFE
Business suffering effects of wider issues. Change of culture from DB to ‘involved’ DC.



SHILLING communication

Pensions – Administration moves centre stage

BT


MESSAGE
Pension scheme for the future. Affordable and sustainable. Fair to DC members


METHOD
Flexible and immediate. Website, modeller, Q&As, Helpline, briefings, consultation packs.

VALUES
Commitment from the top, Ian Livingston. Corporate values and environmental policy

PERSONAL
Feedback through team briefings, website, Helpline, employer presentations

LIFE
Redundancies, pay freeze. Ongoing disputes





New Approach...

- Clear strategic planning
- Five elements
- Help deliver the right message in the right way
- Ongoing communication plan








Pensions – Administration moves centre stage

If you want to chat about any of this...

... I'll be in the
bar from 5pm

A photograph of a green wine bottle being poured into a snifter glass. The red wine is captured in mid-pour, creating a dynamic splash and bubbles. The background is plain white.

SHILLING
communication