

Benefit Communication Best Practices

Strong and effective benefit communication can spark employees to become proactive participants while increasing their understanding of complex benefits and uplifting job satisfaction. Effective communication can also help control benefit costs to both employer and employees.

Learning Objectives:

- Transform a basic benefits package into a strategic benefits philosophy.
- Organize targeted communications to market benefits throughout the year.
- Design and write proactive benefit communication campaigns.
- Apply a variety of methods to reach out to different generations of employees.



CEUs: 0.3 (3.25 hours)	HRCI Credits: 3.25 HR (General)	SHRM: 3.25 PDCs
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Learning Options:

- Classroom training
- At your location

Who Should Attend:

- Administrators or specialists in benefits and human resources interested in improving employee perception of benefits programs, measuring employee satisfaction with the programs, and/or strengthening communication with employees about their benefits.

Learn. Grow. Succeed.

Delivery options include learning at MRA, at your location, or online.
Contact MRA to explore how this program may be customized to your unique individual and team training needs.



www.mranet.org

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Course Outline

- **Explore challenges to the benefits communication process**
- **Articulate your benefits philosophy and why it's important**
- **Analyze your audience and the factors that influence them**
- **Discuss the pros and cons of communication delivery methods**
 - ◆ In-person meetings, written communication, and technology options
- **Prepare a benefits communication plan**
 - ◆ Understand both the employer and employee perspectives
 - ◆ Craft an effective message using appropriate language and terminology
- **Apply methods for gathering and sharing feedback from stakeholders**

“The learning experience was very welcoming, engaging, and helpful, with enough time to ask questions about real life situations we're currently facing.”



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