



TOTAL REWARDS COMMUNICATION — HANDBOOK —

A Guide For Improving Employee Engagement & Retention

Total Rewards Communication Handbook

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HRsoft, Inc. is the leading provider of High Impact Talent Management systems that includes Total Rewards Communication software.

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Preface

Routine Total Rewards (TR) Communication is appropriate for most employers.

A proper Total Rewards Communication program can help employers improve business results by having more engaged and better informed associates.

It can take the form of a simple e-mail, a more elaborate statement or an online experience. The purpose and message is consistent:

-  You are a valued employee. We supply you with this compensation and other benefits in recognition of all you do.
-  Here is how our incentive and benefit programs work.
-  We want to have an open, candid dialogue about compensation, benefits and employment.
-  We are committed to having a strong employer/employee relationship and meet your expectations.
-  We value results and believe in Pay for Performance.

Many employers do not have a Total Rewards Communication strategy in place. The purpose of this handbook is to discuss how easy it can be to bring one to your organization. By breaking it down into discreet steps, we hope more employers will develop and implement Total Rewards Communication.

We believe there is a TR Communication plan for everyone. This should not be a one-time event. It should come with a clearly stated purpose and a commitment to ongoing communication.

TR Communication shows the full value of employment. But there is much more. One last thing: It is tempting for employers to make TR Communication a self-serving message about the company's generosity. That misses a much greater opportunity. The larger picture includes:

-  Enhanced engagement and retention.
-  Better alignment of individual efforts and organizational goals.
-  Improved business results.



Introduction

Sharing the full value of employment with associates supports career development, retention and engagement - and helps employers achieve their business goals.

With that in mind, the purpose of this handbook is to provide a guide to bringing total rewards communication to your associates.

Much has been written about the importance of aligning a human capital and rewards strategy with an organization's business strategy. Total Rewards Communication is a way to frequently reinforce that linkage by showing all the valuable elements associated with employment and how they tie to organizational goals and performance. In sum, TR Communication adds transparency.

Employees understand they get a salary and benefits for coming to work. But there can be uncertainty about the full value of employment. And there is often not a convenient way to find that information in a simple, user-friendly way. Total Rewards Communication is the answer.

While the specific TR information communicated and the method of sharing can vary, we believe every employer has the ability to have some form of Total Rewards Communication. Our goal here is to help make that happen.

Let's get started.

Chapter 1: What is Total Rewards Communication?



Total Rewards Communication is a way to improve the relationship between employers and employees.

This communication shares with an associate the value of working for the employer during a specific period of time in the past – and can provide a look into the future.

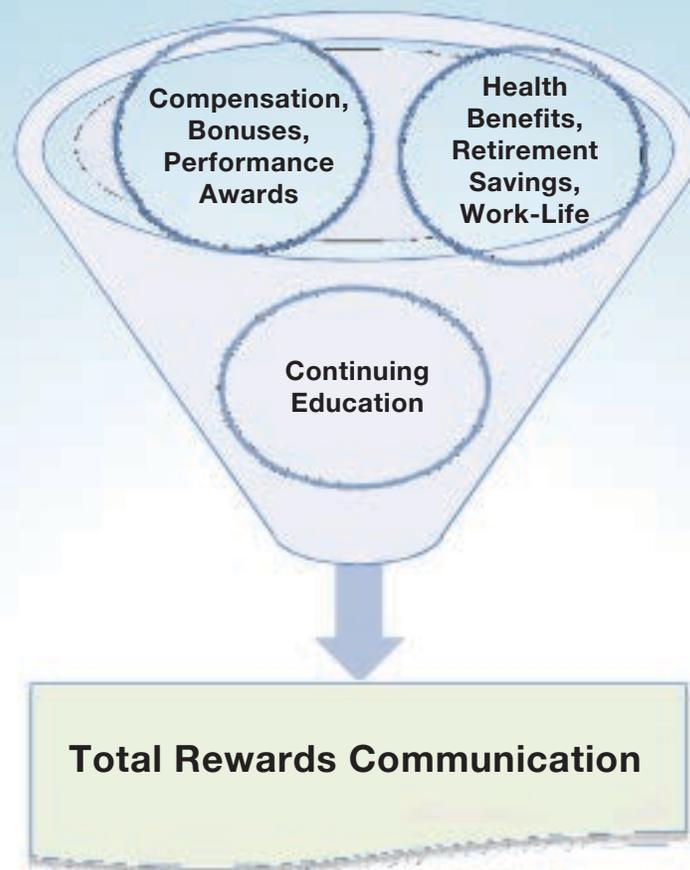
What's more, TR Communication allows employees to more clearly understand how their incentive program works and see the value of retirement savings plans and health care benefits. Employers use TR Communication as a way to engage employees. It is not just a list of financial items. Rather it is a way to express and reinforce the company's strategy about talent, compensation, pay for performance and rewards.

Total Rewards information can be delivered on a statement (printed or electronic form) or with a full online experience - a personalized web site or portal. In this handbook we will look at both delivery methods. The online method is preferred since it allows for the presentation of current data (and it is how employees want to receive information.) It also gives greater flexibility and the ability for easier personalization. Most of what is presented here can apply to either method of communication.

The benefits of Total Rewards Communication can be summarized this way:

- Restates and reinforces the value of people to the success of an organization.
- Provides a clear message on human capital investments and their alignment with business strategies and goals.
- Challenges the notion of the competitor's "grass is greener..."
- Helps dissuade entitlement if properly implemented.
- Provides a discussion framework for managers to value their employees.

We like to think of TR Communication as the "central hub" for information about compensation, benefits and other items associated with employment. Besides aggregating the full financial value of employment, associates find it useful to have one convenient place to go to find this information. We have all struggled with looking for log-in information for different web sites



As we plan the Total Rewards Communication, we will always try to think about two key items:

- How does this reinforce our stated goals for TR Communication?
- What advantage does an employee receive?

In our experience with planning, implementing and supporting these solutions, we see firsthand how employees embrace Total Rewards Communication. The Return on Investment is substantial.

Chapter 2: Considerations in Total Rewards Communication

We have broken down the Total Rewards Communication project into separate points to consider. In the following chapters we will discuss each of the items which are summarized below. Of course, every point is not relevant for all employers. But if you choose those items that do pertain to your situation, we hope it will help organize the scope of a solution that meets your desires.

- **Setting Your Goals.** Clearly convey to management and associates why the Total Rewards Communication is in place. That is, to easily and directly show the full value of employment, to enhance engagement and to give associates a convenient, useful resource. Establish a clear goal or set of goals for your TR Communication.
- **Choosing the Elements to Include.** In this step, the logical categories of rewards are determined and then the specific items within each category are selected. Compensation, Incentive Pay, Retirement Savings, Health Benefits, Continuing Education, Charitable Giving, Work-Life Benefits, etc.
- **Design Phase.** After the right data elements and categories are selected for presentation, the next step is to come up with the design and layout of the statement or web site. This is how it will appear to associates. Employers may want to include a brief description about the different elements presented. Also, determine the words used to describe the items (example: "Salary" or "Compensation," "Bonus" or "Incentive Pay.") And what values will be shown: Current Period, Year to Date, Targets, etc. Note: all elements may not be relevant or presented to all associates. Some associates may be eligible to participate in certain programs while others are not. A profile of each associate is contained in the system so the proper elements are presented. If an associate is not covered by a particular benefit or does not participate in a certain plan because of his or her job category, that element is not presented.
- **Messaging.** Besides descriptions of the different elements and data presented, broader messages may be included on the statements or the online site. For example, messaging may be included to reinforce the value placed on associates and the employer's goal of offering compensation and benefits to recognize talent. A letter from a manager or company executive may be included. Some employers feel this message is actually most effective when it comes from someone who is known to the associates. This may not be the CEO. It might be a regional manager who is recognized as a leader by associates.
- **Assumptions and Disclaimers.** Some employers like to list the assumptions associated with values appearing on statements and certain disclaimers. Such disclaimers might state the time periods being considered for certain elements. What's more, they might state that the data is for informational purposes and other agreements or documents that are in place relating to employment take precedent.
- **External links.** Determine what links to other sites will be included. For instance, a link may be included to bring an associate directly to the web site of the company's 401(k) or health benefits plan administrator. Some employers include links to useful government sites, such as the Social Security Administration, where associates can get helpful data. Consider the site the "hub" of useful information relating to compensation, benefits and rewards. You might include a list of resources with phone numbers, e-mail addresses and web links. This makes the site a desired one-stop-shop for all pertinent information.

- **Importing Data from the HRIS.** Importing data from the employer's System of Record – HRIS – is a key step when implementing an online Total Rewards Communication system. This is usually lists each employee's demographic data and details associated with their role. Attention is also given to updating the data on a regular schedule. Also, compensation information and other data can come from the HRIS.
- **Data Feeds and Interfaces.** Data from 3rd Party Vendors. In some cases, an interface with a 3rd Party Vendor is used to bring data into the system following a standard file layout. Examples of vendors include: 401(k) Plan Sponsors, Health and Welfare Plan Administrators, Equity Award Managers, and other Benefits Providers.
- **Testing.** Make sure all of the data is presented properly and the statements or the online site looks great before going live. Of course, perform Quality Assurance testing to make sure the correct data is presented for the right associates. Besides testing for data accuracy, examine the usability, design, navigation and all other aspects of the TR Communication. Try it out on a small group and ask for their suggestions. Do they fully understand what is presented? Identify areas of confusion and address them before communicating with the full employee population.
- **Promotion of the TR Communication Statements or Online Site.** Communicate with associates about the launch of the Total Rewards Communication and routinely remind associates about its value. Use company newsletters, flyers posted in the office, etc. Create some buzz.
- **Brand the site or statement.** Give the statement or site a name so everyone can refer to it in the same way. Give it an identity. "Total Rewards Statement" is too bland.
- **Keep the content fresh and engaging.** Consider using different people in the organization for help providing content. Changing content frequently is advised. Short new messages - just a few sentences - will help keep the site fresh and interesting. If you are using an online TR Communication, include videos and images and one or two question polls about relevant subjects (and then share the results.) Calculators and modeling tools can be appealing to associates. Keep it interesting and alive.
- **Analytics.** Monitor traffic to the site to get a feel for what is working. Ask associates and managers for feedback. On the subject of analytics is personalizing messages with your Total Rewards Communication. Share messages that are relevant to associates and tie them to the information presented.
- **Ensure security and confidentiality.**

Chapter 3: Setting Your Goals: The Business Case



State your goals, and have a plan to address those goals. This does not have to be elaborate. But clarify up front what you want to accomplish with your Total Rewards Communication statements or online site. In other words, make the business case.

This clarity of purpose will help in sharing the strategic and tactical elements in building your TR Communication. What are the number one and number two goals you are trying to achieve? State them directly and let those goals be widely known throughout organization. Including managers from other departments in this process can build support for the TR Communication.

Some employers tie TR Communication to an organization's Employee Value Proposition, or EVP. Towers Watson, the human resource services and consulting firm, defines the Employee Value Proposition as: *"What is offered by an employer in exchange for the productivity and performance of an employee. It includes the entire employee "experience" from their rewards and benefits, to the opportunity for career development and also the more intrinsic elements of management style, work environment and culture."*

Simply put, "the give and the get."

According to research, organizations that do the most work developing and executing their Employee Value Proposition achieve superior financial performance over businesses with less-developed ones.

Following are examples for TR Communication goals stated by some employers we have worked with:

- Increase retention
- Upgrade the relationship between employer and employee
- Have employee better understand and appreciate the benefits provided
- Let employees know the amount of money paid by the company on their behalf for health benefits
- Support the alignment of efforts by associates with rewards
- Create awareness and get more people to participate in the 401(k) plan or other plans
- Build more engagement among employees
- Have associates understand more clearly how bonuses are earned and allocated:
- Pay-for-Performance
- Introduce more transparency in the rewards area
- Reinforce a culture of engagement
- Support employees throughout the employment life cycle
- Acknowledge contributions and recognize achievements
- Ensure that employees feel valued
- Show that the opportunities ahead can be valuable and rewarding



Chapter 4: Choosing the Elements and Categories to Include

When designing the Total Rewards Communication solution to be used for associates, a critical phase is choosing what elements or “inputs” will be included and the categories for presenting those elements.

Breaking the TR Communication into logical sections will make the presentation easier for your employees. It will also help in organizing the design and data transfer of appropriate information.

Consider what is important for you to emphasize. Make sure those elements are included first. (You can always add items later.)

WorldatWork, a global human resources association focused on compensation, benefits, work-life and integrated total rewards, created a framework for employers to consider. Your Total Rewards Inventory, a chart with the categories and examples of elements within each category, is shown on the following page.

Quality information about many aspects of Total Rewards and the framework developed by WorldatWork is available at www.worldatwork.org.

The five reward categories in that framework can be used as the sections of a statement or pages used with an online Total Rewards Communication presentation. We are seeing a number of employers use this protocol, or a variation of it, in their design and communication of Total Rewards.

Your Total Rewards Inventory

To get a comprehensive view of your organization's value proposition, simply check off the rewards your organization currently provides.

Compensation	Benefits	Work-Life	Performance & Recognition	Development & Career Opportunities
<p>Base Wages</p> <ul style="list-style-type: none"> <input type="checkbox"/> Salary Pay <input type="checkbox"/> Hourly Pay <input type="checkbox"/> Piece Rate Pay <p>Premium Pay</p> <ul style="list-style-type: none"> <input type="checkbox"/> Shift Differential Pay <input type="checkbox"/> Weekend/Holiday Pay <input type="checkbox"/> On-call Pay <input type="checkbox"/> Call-In Pay <input type="checkbox"/> Hazard Pay <input type="checkbox"/> Bi-Lingual Pay <input type="checkbox"/> Skill-Based Pay <p>Variable Pay</p> <ul style="list-style-type: none"> <input type="checkbox"/> Commissions <input type="checkbox"/> Team-Based Pay <p>Bonus Programs</p> <ul style="list-style-type: none"> <input type="checkbox"/> Referral Bonus <input type="checkbox"/> Hiring Bonus <input type="checkbox"/> Retention Bonus <input type="checkbox"/> Project Completion Bonus <p>Incentive Pay</p> <p>Short-term:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Profit Sharing <input type="checkbox"/> Individual Performance Based Incentives <input type="checkbox"/> Performance-Sharing Incentives <p>Long-term:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Restricted Stock <input type="checkbox"/> Performance Shares <input type="checkbox"/> Performance Units <input type="checkbox"/> Stock Options/Grants 	<p>Legally Required/Mandated</p> <ul style="list-style-type: none"> <input type="checkbox"/> Unemployment Insurance <input type="checkbox"/> Worker's Compensation Insurance <input type="checkbox"/> Social Security Insurance <input type="checkbox"/> Medicare <input type="checkbox"/> State Disability Insurance (if applicable) <p>Health & Welfare</p> <ul style="list-style-type: none"> <input type="checkbox"/> Medical Plan <input type="checkbox"/> Dental Plan <input type="checkbox"/> Vision Plan <input type="checkbox"/> Prescription Drug Plan <input type="checkbox"/> Flexible Spending Accounts (FSAs) <input type="checkbox"/> Health Reimbursement Accounts (HRAs) <input type="checkbox"/> Health Savings Accounts (HSAs) <input type="checkbox"/> Mental Health Plan <input type="checkbox"/> Life Insurance <input type="checkbox"/> Spouse/Dependent Life Insurance <input type="checkbox"/> AD&D Insurance <input type="checkbox"/> Short-Term/Long-Term Disability Insurance <p>Retirement</p> <ul style="list-style-type: none"> <input type="checkbox"/> Defined Benefit Plan <input type="checkbox"/> Defined Contribution Plan <input type="checkbox"/> Profit Sharing Plan <input type="checkbox"/> Hybrid Plan <p>Pay for Time Not Worked</p> <ul style="list-style-type: none"> <input type="checkbox"/> Vacation <input type="checkbox"/> Holiday <input type="checkbox"/> Sick Leave <input type="checkbox"/> Bereavement Leave <input type="checkbox"/> Leaves of Absence (Military, Personal Medical, Family Medical) 	<p>Workplace Flexibility/Alternative Work Arrangements</p> <ul style="list-style-type: none"> <input type="checkbox"/> Flex-Time <input type="checkbox"/> Telecommuting <input type="checkbox"/> Alternative Work Sites <input type="checkbox"/> Compressed Workweek <input type="checkbox"/> Job Sharing <input type="checkbox"/> Part-time Employment <input type="checkbox"/> Seasonal Schedules <p>Paid and Unpaid Time Off</p> <ul style="list-style-type: none"> <input type="checkbox"/> Maternity/Paternity Leave <input type="checkbox"/> Adoption Leave <input type="checkbox"/> Sabbaticals <p>Health and Wellness</p> <ul style="list-style-type: none"> <input type="checkbox"/> Employee Assistance Programs <input type="checkbox"/> On-site Fitness Facilities <input type="checkbox"/> Discounted Fitness Club Rates <input type="checkbox"/> Weight Management Programs <input type="checkbox"/> Smoking Cessation Assistance <input type="checkbox"/> On-Site Massages <input type="checkbox"/> Stress Management Programs <input type="checkbox"/> Voluntary Immunization Clinics <input type="checkbox"/> Health Screenings <input type="checkbox"/> Nutritional Counseling <input type="checkbox"/> On-Site Nurse <input type="checkbox"/> Business Travel Health Services <input type="checkbox"/> Disability Management <input type="checkbox"/> Return to Work Programs <input type="checkbox"/> Reproductive Health/Pregnancy Programs <input type="checkbox"/> 24-Hour Nurse Line <input type="checkbox"/> On-Site Work-Life Seminars (Stress-Reduction, Parenting, etc.) <input type="checkbox"/> Health Advocate <p>Community Involvement</p> <ul style="list-style-type: none"> <input type="checkbox"/> Community Volunteer Programs <input type="checkbox"/> Matching Gift Programs <input type="checkbox"/> Shared Leave Programs <input type="checkbox"/> Disaster Relief Funds <input type="checkbox"/> Sponsorships/Grants <input type="checkbox"/> In-Kind Donations <p>Caring for Dependents</p> <ul style="list-style-type: none"> <input type="checkbox"/> Dependent Care Reimbursement Accounts 	<p>Performance</p> <ul style="list-style-type: none"> <input type="checkbox"/> 1:1 Meetings <input type="checkbox"/> Performance Reviews <input type="checkbox"/> Project Completion/Team Evaluations <input type="checkbox"/> Performance Planning/Goal Setting Sessions <p>Recognition</p> <ul style="list-style-type: none"> <input type="checkbox"/> Service Awards <input type="checkbox"/> Retirement Awards <input type="checkbox"/> Peer Recognition Awards <input type="checkbox"/> Spot Awards <input type="checkbox"/> Managerial Recognition Programs <input type="checkbox"/> Organization-wide Recognition Programs <input type="checkbox"/> Exceeding Performance Awards <input type="checkbox"/> Employee of the Month/Year Awards <input type="checkbox"/> Appreciation Luncheons, Outings, Formal Events <input type="checkbox"/> Goal-Specific Awards (Quality, Efficiency, Cost-Savings, Productivity, Safety) <input type="checkbox"/> Employee Suggestion Programs <p>Financial Support</p> <ul style="list-style-type: none"> <input type="checkbox"/> Financial Planning Services and Education <input type="checkbox"/> Adoption Reimbursement <input type="checkbox"/> Transit Subsidies <input type="checkbox"/> 529 Plans <input type="checkbox"/> Savings Bonds <p>Voluntary Benefits</p> <ul style="list-style-type: none"> <input type="checkbox"/> Long Term Care <input type="checkbox"/> Auto/Home Insurance <input type="checkbox"/> Pet Insurance <input type="checkbox"/> Legal Insurance <input type="checkbox"/> Identity Theft Insurance <input type="checkbox"/> Employee Discounts <input type="checkbox"/> Concierge Services <input type="checkbox"/> Parking <p>Culture Change Initiatives</p> <ul style="list-style-type: none"> <input type="checkbox"/> Work Redesign <input type="checkbox"/> Team Effectiveness <input type="checkbox"/> Diversity/Inclusion Initiatives <input type="checkbox"/> Women's Advancement Initiatives <input type="checkbox"/> Work Environment Initiatives <input type="checkbox"/> Multigenerational Initiatives 	<p>Learning Opportunities</p> <ul style="list-style-type: none"> <input type="checkbox"/> Tuition Reimbursement <input type="checkbox"/> Tuition Discounts <input type="checkbox"/> Corporate Universities <input type="checkbox"/> New Technology Training <input type="checkbox"/> On-the-Job Learning <input type="checkbox"/> Attendance at Outside Seminars and Conferences <input type="checkbox"/> Access to Virtual Learning, Podcasts, Webinars <input type="checkbox"/> Self-Development Tools <p>Coaching/Mentoring</p> <ul style="list-style-type: none"> <input type="checkbox"/> Leadership Training <input type="checkbox"/> Exposure to Resident Experts <input type="checkbox"/> Access to Information Networks <input type="checkbox"/> Formal or Informal Mentoring Programs <p>Advancement Opportunities</p> <ul style="list-style-type: none"> <input type="checkbox"/> Internships <input type="checkbox"/> Apprenticeships <input type="checkbox"/> Overseas Assignments <input type="checkbox"/> Internal Job Postings <input type="checkbox"/> Job Advancement/Promotion <input type="checkbox"/> Career Ladders and Pathways <input type="checkbox"/> Succession Planning <input type="checkbox"/> On/Off Ramps through Career Lifecycle <input type="checkbox"/> Job Rotations



The five categories in the standard framework are useful to build consistency and present data in an organized way:

- 1 Compensation.**
- 2 Benefits.**
- 3 Work-Life.**
- 4 Performance and Recognition.**
- 5 Development and Career Opportunities.**

-  **Compensation** covers Base Pay, Premium Pay and Variable Pay. Commissions and different bonuses and incentives are itemized.
-  **Benefits** presents the value of the medical insurance plan and can show the employer and employee contributions. Life insurance and other health and welfare items can also be included: vision, dental, prescription, disability, etc. Retirement Plans, Social Security Insurance, Profit Sharing and other elements can fall under this category.
-  **Work-Life** covers Maternity/Paternity Leave, Adoption Leave, Health and Wellness items, Nurse Line, Health Advocacy, Dependent Care, Community and Charitable Donation programs.
-  **Performance and Recognition** can include information about awards, performance goals and specific programs for eligible employees. Sales achievements and other production-related metrics can be described here.
-  **Development and Career Opportunities.** In this section, Learning, Tuition Reimbursement and Leadership Training are among the items to show. Employers can include links to available positions on their Career Site. Also, this section can have descriptions of other Career Development and Learning Information. The message is we want you to be successful and there are ways for you to advance your career goals and experience new and exciting things. Associates can find what is needed to be successful and what is offered to help learn and grow each step of the way.

Whether you follow the above framework or another one, it is important to give serious consideration to what elements will be included on your Total Rewards Communication.

Chapter 5: Design Phase



The TR Communication Statement or online site is an opportunity to convey important information to associates in a user friendly and visually appealing way. Having an exciting design is important, but it should not overshadow the content or make it difficult for employees to figure out what is being presented.

The associate experience is critical. Attention should be given to making it effortless and intuitive for associates to see and understand the content presented.

To help give associates a positive experience and a proper understanding of the content presented use:

- Clear, short descriptions of all data
- Plain language
- A logical flow of information.

A great design can catch the attention of associates and present something new for employees. Total Rewards Communication can have a fresh look while still following corporate design standards – logos, fonts, colors, and graphics.

Below is a typical outline listing the sections that may be included in a TR Communication that may be helpful as a basic guide:

- What it is. Introduction – What the TR Communication is about. The goals.
- Why. Why the employer has generous compensation and benefits for associates.
- Summary of the value of the elements presented. This can be presented in a table and in a chart, such as a pie chart showing the different items.
- Sections for the elements and the associated financial values of items included in the TR Communication by category: (Compensation, Benefits, Work-Life, Performance and Recognition, Development and Career Opportunities.)
- Modeling and Calculator features.
- Resource List.

Chapter 6: Messaging



When creating a Total Rewards Communication statement or online solution, most of the attention is on the numbers. That is, the dollar values associated with the various elements and aggregating those values to show the grand total. Yes, this is important. Yes, many associates just want to cut to the chase and see how much money they are getting. But there is more.

We see too little attention spent on the messaging that can be included with Total Rewards communication.

These are messages that support the Total Rewards items. On a printed or e-mailed statement, the messaging can show how the employer believes in its associates and wants to provide valuable benefits and competitive pay. The messaging can relate to the company's pay-for-performance culture. Certain benefits can be highlighted.

Messaging can be personalized for a group of employees. For example, a message presented to employees who are not enrolled in the company retirement plan might be about why saving for retirement is so important and explain the 401(k) enrollment process.

This is case specific for each employer, but messages about Total Rewards and why it is relevant to employees can support the goals established for the communication.

Dear Karen,

It's an exciting time to be a member of the Progress team. We greatly value the contribution you make to our company.

We recognize that you invest in the success of Progress every day. We believe it is important to offer you a competitive total rewards package that meets your expectations. This includes pay and innovative benefits that help you and your family members - now and in the future.

Thank you for helping us achieve our goals for the clients and communities we serve.

*Sincerely,
Robert J. Bascome
President and CEO*

Chapter 7: Assumptions, Disclaimers and Legal Review



In the previous chapter we looked at messaging to be included for positive reinforcement of the Total Rewards supplied by an employer. Sometimes, employers care to include certain disclaimers or assumptions on their Total Rewards statements or online system relating to the content.

As part of the TR Communication development plan, include a step to have your attorney review the content. Too often employers ask for legal to review the site or document as the very last step in the roll out. Since it is not unusual for them to have some edits, it is best to learn about them sooner rather than later. It is easier to make changes to the content and the design early in the process.

Assumptions and Disclaimers may be included in the relevant section relating to the type of reward element to help put the values in their proper context. And there may be a statement or disclaimer included. Of course, the idea is not to include a lot of legal wording but help clarify what the associate sees.

A few examples are shown below to give some ideas:

Assumptions

- Bonus compensation includes payments made for Calendar Year 2015.
- The cost of health and welfare benefits and insurance are for the latest period and may not reflect changes you have recently made to your coverage.
- Health and Welfare benefits have been calculated by annualizing premiums from the beginning of this year.
- Life insurance coverage and annualized premiums are based on the (Name of Insurance Company) records.
- The Retirement Savings Account amount shown includes any applicable rollovers and deferrals.

General Disclaimers

- This site does not constitute a contract of employment or a guarantee of benefits or future employment. In the event of conflict between this information and the official Plan documents, the Plan documents govern.
- Certain elements in this Total Rewards Communication are not guaranteed or fixed. Examples are bonus and incentive pay, continuing education and training. These elements vary and are based on specific circumstances.

Chapter 8: Links to Third Party Sites and Resource List



Besides having current data available to associates, another benefit of an online site for TR Communication (versus a printed statement) is the ability to include useful links for employees. Including links on the site allows associates to seamlessly connect to third party plan administrators and other informative sites. This supports the TR Communication as the “go-to” place for everything related to rewards and benefits.

Links to plan administrators such as 401(k), health and welfare, equity administration, makes it easy for employees when they want to conduct a transaction with those providers. Using Single Sign On technology makes it even simpler for employees by avoiding the need to remember various log-in credentials and passwords for each plan.

In an online version or a printed statement, employers may consider including a list of resources along with the appropriate web site, e-mail and phone number for each.

Program	Who to Contact	Phone	Online
Human Resources	HR Department	800-555-8888	www.MyHRdept.net
Employee Assistance Program	Healthy Life	877-888-0000	www.HealthyLife.com
401(k) Plan	Fidelity Investments	800-343-3548	www.MyRetirement.com
Medical Insurance	Aetna	888-899-4221	www.aetna.com
Optional Group Life Insurance	MetLife	800-704-7287	www.myMetLife.com
Disability	Aflac	800-444-0000	www.myafllac.com
Social Security	US Department of Social Security Administration	800-772-1213	www.socialsecurity.gov

Chapter 9: Importing Data from the HRIS



After the employer decides what data elements will be shown on the TR Communication, the next step is determining the best source for each element.

Understanding where the data lives and how it can most efficiently travel to the TR Communication is a step in the configuration of the system or statement. This mapping exercise will often lead to the employer's Human Resource Information System (HRIS) or System of Record. Here is usually found the most current and accurate information about each employee.

With an online TR Communication system a feed from the HRIS will ensure that all current employees have access to the system. Established groups of employees who

participate in certain benefits can also be kept up to date with data transferred from the HRIS.

A batch feed of data from the employer's HRIS once a day or once a week is common. The frequency for this import of data is determined being mindful that fresher data is more appealing to associates when presented in the end product.

When calculations are used to determine values to show to associates, the System of Record data is often the best source. Payroll deduction amounts for various benefits can also come from the HRIS.

Chapter 10: Data Feeds, Interfaces and Computations

When an employer uses an online TR system, data for presentation to associates can come from the employer's HRIS system, as described in the previous chapter. There may also be the desire to have certain data fed into the system from third party sources such as the 401(k) Plan Administrator.

In these cases, the employer or a vendor works with the third party company to agree on a common data file layout and schedule for the data transfer. Then the data is uploaded into the system for presentation to the proper associates. There are specifics to consider here. Such as: Does the employer want to show the total value of contributions to the associate's 401(k) account for a relevant period? Or, do you prefer to show a break-down of the amounts contributed to specific mutual funds within the account along with the total?

Another consideration when interfacing with third party vendors is the method of the data transfer. There are two basic ways. First is a batch process. This is where the vendor sends an updated batch of relevant data pertaining to associates on a set schedule to the employer's TR Communication system, usually a secure File Transfer Protocol (FTP) site. This might be done on a daily schedule that runs at 2 AM, for example. The data is then uploaded to the TR Communication system for presentation to associates. With this method, the data viewed by associates is fresh as of the close of business on the prior day.

An alternative is to have a dynamic connection with the vendor so the data presented is virtually real time. In this scenario, an associate is accessing the vendor's system with the employer's system as the gateway - and an identification and authentication process running in the background.

The batch method is generally preferred because there are fewer connectivity and monitoring issues involved.

Using the TR system as the central hub for fresh data can be of value to employees. The level of detail to display is considered in the design phase.

With some items, a formula to calculate the value to present on the TR Communication may be the right approach. Consider a company that offers certain employees a transportation allowance benefit that is equal to 2% of annual base salary. This amount can be determined with a simple computation and shown as a monthly, quarterly or annual amount which populates the relevant field for display to eligible associates.

Estimates can also be included as part of TR Communication. Of course, when estimates are used it should be clearly stated they are estimates and individual situations may vary. For example, say an employer offers an on-site café where employees can purchase breakfast and lunch. An assumption can be made that the typical employee who uses this benefit will save \$3 per meal compared with going to a local restaurant. If an employee uses the on-site café 4 times per week the savings = \$12/week. ($\$12/\text{week} \times 50 \text{ weeks/year} = \$600 \text{ annual benefit.}$)

Chapter 11: Testing and Using a Phase-In Approach



With a print or e-mail statement or an online TR Communication system, adequate time and resources must be allowed for thorough testing of the data and content. It sounds basic. But it is often overlooked.

The last thing anyone wants is to introduce a new exciting program and the data that is presented is wrong. Adequate testing and Quality Assurance reviews are necessary before the launch of a TR Communication.

A Pilot Phase may be useful. Select a small group of employees to preview their TR Statements or access the online site. Ask for their suggestions.

Some companies have deliberately started introducing the TR Communication to a

sub-set of employees. This can have the effect of creating some buzz and more opportunities to draw attention to the program. The employer states “We are starting it with this group of employees and then adding other groups over time.” As each new group is added another announcement can be made.

Think of it like the new movie that opens in selected cities, and then opens in more locations on different dates.

Besides the opportunity to shine a light on the TR Communication at different times, the phased in approach also gives the Project Team a chance to tweak and refine the product.

Chapter 12: Promotion of Total Rewards Communication

Before the TR Communication is introduced to employees, thought should be given to how it will be promoted. Creating excitement and electricity is important in advance of the roll out and should continue on a regular basis. This is a critical part of the TR Communication project.

Rita Perkins, Principal with On Message Consulting in Milford, Ohio, specializes in employee communications. The following presentation is a guide Rita put together to point out some of the considerations relating to the communication of Total Rewards:

Communicating Total Rewards

By: Rita M. Perkins, Founder and Principal

On Message Consulting

1246 Spotted Fawn Run

Milford, OH 45150

Tel: 513-248-9824

www.onmessageconsulting.com

Total Rewards Statements. . .

A Solid Communication Campaign Draws Employees In

◆ Total Rewards Statements are a powerful communication and planning tool.

Ensure their success by:

- Generating employee interest;
- Providing the “WIIFM” for employees;
- Helping employees access and understand the data;
- Continuing to draw employees back to the content.

◆ **Communication doesn't need to be expensive, just well planned**

It Starts With Planning

◆ **STEP 1: Know Your Audience**

- Is it all employees or just a segment?
- Who is your “average” employee? What are the demographics?
- Can you send the same messages to everyone?
- Can you reach all employees the same way? Do you want to?
- Remember leaders, managers/supervisors and field HR

It Starts With Planning *(continued)*

◆ STEP 2: Plan Your Messages

- What's In It For Me? (WIIFM)
 - Retirement planning
 - Financial planning
 - Value/hidden paycheck from the Company
- Where to find the tool and how to use it
 - Reinforce where they can find the tool
 - Develop key messages on how to find/use the information

◆ Keep Your Message Simple

Creating Interest

◆ Start with leader/management awareness

- Introduce the Total Rewards Communication to leaders, managers/supervisors and field HR
- Help them see the tool's power
 - Provide talking points with key messages about the tool.
 - Ask for their help in promoting and reinforcing the tool.

Generating “Buzz”

◆ Create a campaign

- Create your theme and stick with it
 - Design it around a key message or WIIFM
- Posters provide quick, short visual messages
 - Keep the message simple and the design clean
- Use electronic message boards to announce statements
- Email to announce the Total Rewards Statement
 - Make it easy for employees by providing a link to the statement

Generating “Buzz”

◆ Create a campaign

- Provide a print piece or online tutorial about the site
 - Highlight the site’s features and the information provided
- Don’t forget about social media—Twitter and Facebook can help
- Staff kiosks in high traffic areas (cafeteria/break room) to increase interest and understanding

Sustaining the Momentum

◆ Maintaining interest over time is important

- As an “evergreen” site, periodically remind employees to review their benefits on the site
- Keep information fresh -- update plan summary information with new messages.
- Look for logical reasons for people to go to the site.
 - Annual enrollment, to view their current benefits
 - Retirement planning at beginning of year
 - 401(k) fund performance during the year

Chapter 13: Branding and Naming



We always suggest giving the TR Communication Portal or Statement its own identity. Give it a name so everyone refers to it using the same title. That brand should evoke what the employer recognizes as the main purpose of the TR Communication.

Caesar's Entertainment, the casino operator with brands like Harrah's and Caesar's Palace markets the "Total Rewards" brand extensively for their guest loyalty program. To stay clear of the gambling connotation, some employers avoid using the term Total Rewards entirely.

A list of ideas about naming TR Communication is shown below. Of course, the employer's brand can be included or it may relate to the employer's services or products. A car company might use "All Cylinders." A pizza maker might choose "The Whole Pie."

- My Wealth Statement
- My Personal Portfolio
- Value Summary
- Rewards Central
- Bravo!
- Value Statement
- Full Package
- My Compensation and Benefits Statement
- Rewards Hub
- Rewards Report
- Rewards Gateway
- My Rewards Planner
- My Rewards Summary
- Compensation and Benefits Package
- Total Compensation and Benefits Update
- My Rewards Report

Chapter 14: Keep the Content Fresh & Engaging



Associates want and expect to see fresh, relevant content. Without it, the TR Communication becomes boring and ignored. Just as promoting the TR Communication is critical when it is first introduced; keeping your audience's interest and enthusiasm requires thought and planning.

Managing TR Communication does not require you to be a creative writing expert. Just include relevant, timely information on your TR Communication. It can (and should) be brief. And remember to refer to your statement or site in other employee communications, such as newsletters and announcements.

Short, interesting pieces that support the goals of the TR communication can be inserted at the beginning of the TR Communication – an

introductory letter or message from a manager. Then, the statement-type information and the values follow.

Company news, updates from plan sponsors, excerpts or links to financial and retirement planning blogs or articles can all be used. Reminders about key dates are also worth including: open enrollment deadlines, tax form delivery dates, performance review dates.

“Mini-interviews” with company leaders on relevant topics are easy to develop. The interview can be conducted by e-mail. For example, send an e-mail with a few questions to a leader and request brief responses for inclusion in the TR Communication: *What do you think is something our associates often don't understand about our benefit plans? What is your advice about retirement savings?*

Personalization can also be used to deliver specific messages for certain groups of employees. If a particular department has achieved success with a project or a community service project, it can be recognized in the appropriate section of the TR Communication.

Chapter 15: Reporting: Monitor Traffic – Get Feedback



After you have introduced the Communication, ask associates frankly what they like, what they don't like and what they want to see added or replaced.

We discussed the importance of having an advance communication to let associates know a TR Communication is coming and its purpose. After the site or statement is launched, it is a good practice to have a survey to seek feedback and learn how the TR Communication was received.

To see if there are any changes in views toward TR Communication over time, consider surveying a sample of employees monthly for the first six months after the go-live date.

With an online site, it is easy to see traffic to the Total Rewards Communication pages. Standard analytics are usually included so the administrator can see what pages get the most attention and where employees spend the most time.

If there are pages that get little traffic, either associates don't know they are there – or they are not interesting. Of course, this allows the employer to promote the low traffic pages or remove them.

With an online TR Communication, reporting and data analytics are possible. Since the system is tracking relevant data, management reports about the enrollment level in particular benefits can be produced, as an example. This can be organized by group, such as job category, location or division, to identify where attention might be needed. Trends and other correlations can be recognized.

Chapter 16: Walk Away Value



TR Communication can be used to give employees an easy way to see the full economic value of employment today and model their potential future value, based on certain assumptions. The variables or assumptions are made by an employee to create a personalized model.

Christopher Ford, a thought leader and HR and IT executive in the San Francisco Bay Area, calls this the Walk Away Value. The concept is to put the model out there in a forthright way, right at the fingertips of associates and their managers. And let associates judge the value of employment. It helps answer the question on the mind of every associate: Is this position going to meet my expectations over the next few years?

Why not recognize that and provide the tools to associates as part of the Total Rewards Communication?

Walk Away Value is the amount of money you are leaving behind if you separate from your current employer. When considering another position, it lets the associate understand ex-actly what they are walking away from (based on certain financial assumptions.)

According to Christopher Ford, “Walk Away Value also creates a long term engagement connection with employees. When employees think about leaving a company for better compensation, they tend to think about total compensation at a point in time. An employee who realizes their Walk Away Value thinks about Total Rewards vs. Total Compensation, and thinks about a period of time (3 to 5 years) versus a point in time. Walk Away Value could become a powerful retention tool in the marketplace.”

The online tool presents a standard list of reward elements to the associate. Then it builds a model showing the estimated future value of those elements and their sum, based on as-sumptions about growth made by the employee.

The model is easy for employees to use. It works like this:

- 1 Take your current compensation, incentive awards and other reward items such as company paid benefits and profit sharing.
- 2 Apply a growth factor to these items. (Salary increase, Appreciation of stock value associated with RSU’s or Option Grants, etc.)
- 3 Aggregate the value of these items looking ahead 3, 4 or 5 years.
- 4 The sum is the Walk Away Value.

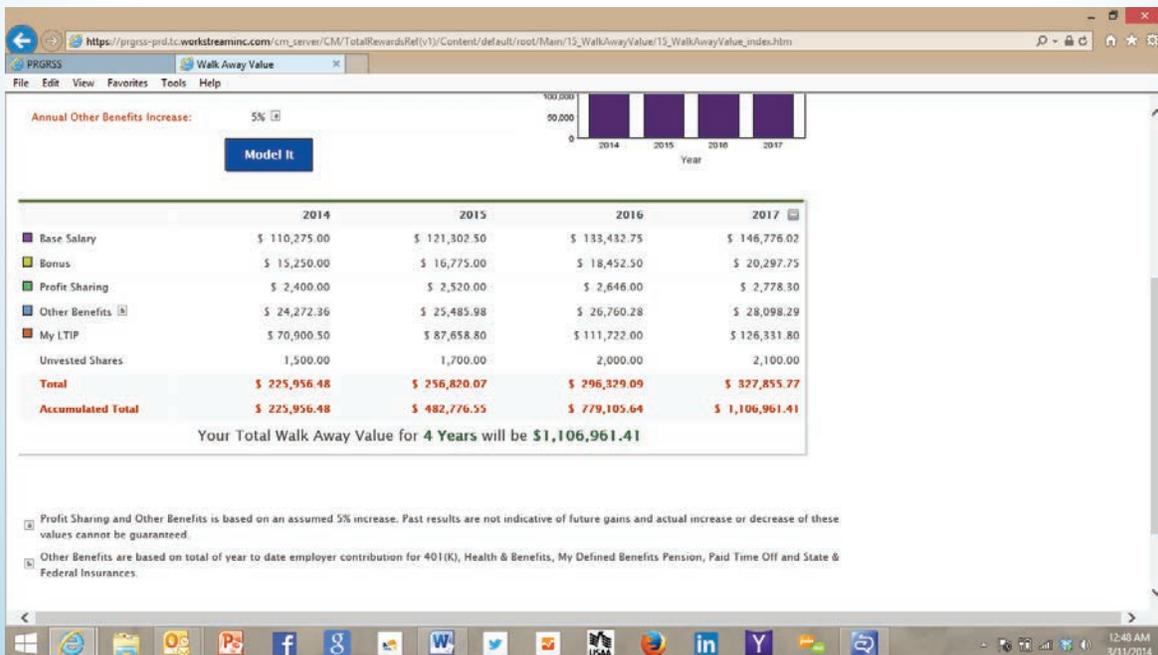
On the following page is an illustration of how Walk Away Value can be presented.

How Walk Away Value Works

First, the employee makes assumptions about future salary and bonus increases, equity value and other relevant elements



The system produces a model showing the value of these elements, based on the assumptions entered. It also aggregates them annually and for a set period. In the example below that period is four years. The result can be eye-opening.



Chapter 17: Total Rewards for Recruiting



As we discussed in the previous chapter, My Walkaway Value can be a powerful tool for retaining existing employees. However, using Total Rewards as part of the recruiting and hiring process is an emerging area of interest for companies. The concept is the same as any Total Rewards program, only now you are sharing the full value of employment with a candidate, rather than an employee.

When offering a job to a candidate, the prospective employer can share a Total Rewards summary, My Total Offer. The idea is to clearly outline for a candidate the value of compensation, value of benefits, other elements provided by the employer for the position. Understanding this will present a clear picture of the job opportunity and help the candidate decide about accepting the role.

For the employer, Total Rewards Recruiting adds a number of benefits including:

- Ability to attract and hire better candidates
- Compete on total value of employment rather than just salary
- Create a culture of engagement during the recruiting process
- Maximize the utility of the Total Rewards program

For employers in competitive job markets, this can be an extremely valuable tool to differentiate your offer from your competitors and attract candidates that understand and appreciate the value the organization is offering. Showing the total value of employment to a candidate not only makes your offer stronger, but also demonstrates your commitment as an organization from the beginning of the hiring process.

Similar to Total Rewards for employees, you can produce a single statement that can be printed or emailed to the candidate. This provides a great follow up tool for recruiting as well as clarity and peace of mind for the candidate while making a substantial career decision.

The following page provides a simple example of how a statement for My Total Offer might look.

My Total Offer – Sample Statement



Dear Susan,
We appreciate your considering joining the Progress Corporation team.

At Progress, we recognize that associates are critical to everything we do. We are committed to offering a Total Rewards package that attracts and retains associates who are engaged, energized and innovative. The aim is to have a great team who will successfully advance Progress.

If you join Progress your Total Rewards will include compensation, health benefits, retirement benefits, learning opportunities and other valuable benefits.

Below is a summary of the elements (and the estimated value) you would receive in the position - **Senior Project Planner**.

These are estimates and we look forward to reviewing this with you in further detail

My Total Offer – Susan Smith	Annualized Amount
My Direct Compensation	\$ 80,240
My Benefits – Health	\$ 11,890
My Benefits – Retirement 401(k)a	\$ 5,000
My Work Life	\$ 4,750
My Performance	\$ 8,242
My Career	\$ 3,500
Totals	\$ 113,622

Sincerely,

George Wilkinson

Chapter 18: What Should Not Be Included?



There is information that should not be shown on Total Rewards Statements or communications.

Of course, this is employer specific. But information that is considered sensitive and confidential to your business or anything that is of a highly competitive nature should be carefully reviewed and not presented in the TR Communication.

For example, an employer in the auto industry should not include the cost the employer pays for employee benefits per car (production unit.) This could wind up in the hands of a competitor and is not necessary to include in the TR Communication anyway.

Sometimes the question arises about content that is available somewhere else. If it can be found elsewhere should it be repeated on the TR Communication? We believe the answer can be yes.

Remember that the TR Communication is seen as the “hub” for relevant content by associates. Even if information is available somewhere else, there is a convenience factor in having it included on the TR Communication. So rather than searching for a document or User ID and Password relating to a benefit supplied, it can be presented neatly in the TR Communication.

Chapter 19: International Considerations



For employers with global operations, there is generally a desire to have the Total Rewards Communication available to international employees as well as those in the United States. In doing this, the employer must give consideration to the different data elements that may be relevant to associates in each country.

For example, health benefits may be closely associated with employment in the US, but this is not the case in many other nations. So including health benefits on the statement would not be considered a benefit related to employment. Associates would probably not see that as a valuable item connected to the employer. On the other hand, employees may receive transportation allowances and meal subsidies in certain countries that are closely tied to employment.

Beyond compensation data, the general rule many employers follow is to display in the TR Communication those rewards that are supplied by the employer and are above what is automatically available to everyone, even if they are not an employee.

In addition to deciding what elements to include on the TR Communication, identifying where the data is found for international associates may require attention. It may not be the case that all the data is consolidated neatly in the employer's central, primary HRIS. There may be multiple payroll or HRIS systems and third parties, such as insurance brokers or agents may be the source of certain data elements. With an organized approach, the appropriate data elements and their sources can be identified and configured for presentation to associates.

Chapter 20: Mobility



If an online TR communication solution is being deployed for employees, it is essential that the site is designed with the ability to present data for associates when using mobile devices within or outside of the office.

Using a Responsive Web Design (RWD) allows for viewing of content on tablets, smart phones and other mobile devices. RWD is used to ensure easy reading and navigation with a minimum of resizing, panning, and scrolling across a wide range of devices.

Associates will expect the system to be accessible and present properly on their iPads and other devices so attention should be given to this as part of the project scope.

For employers, supplying an optimal viewing experience across a wide range of devices will enhance overall satisfaction and increase traffic.

If using a vendor for the design or hosting of the TR Communication, be sure to ask about mobility capabilities supported by the system.

Chapter 21: Security and Confidentiality



By its very nature, every TR communication is highly confidential.

Security considerations must be a part of the planning process. If statements are e-mailed, they should always be encrypted.

With an online TR Communication solution, security considerations include application-level encryption and decryption algorithms to protect sensitive information.

Tushar Ghoshal, our colleague and Chief Technology Officer with HRsoft, supplied a more technical review of considerations relating to IT security for TR Communication:

The Information Technology system used should have application level encryption and decryption. All sensitive information should be encrypted. Connections established through SSL should be used for transmittal of sensitive information. It is also recommended to deploy DMZ(s), Stateful Application Firewalls that inspect packets, authentication and single sign on, layers of Internal Firewalls with Network Intrusion Detection/Prevention (IDS/IPS), access control (ACL) and round the clock monitoring. Security for outside elements can be covered by a combination of SSO (Single Sign-On) and external firewall solutions.

Access to data should be further restricted by Authorization via Roles, Permissions and Business Hierarchy driven Data Validations. Dynamic/Proactive Security Scans must be run periodically to ensure all security measures in place are tested.

Administrators who have rights to access the system must be trained to have a clear understanding about the confidential nature of the data and to treat all such information on a need-to-know basis.

As part of the TR Communication planning process the IT department plays an active role. Working together with IT, security and confidentiality issues are identified and addressed. As system updates and changes are made, IT will make the necessary adjustments so the site continues to meet all requirements.



Chapter 22: Summary

We set out to explore ways Total Rewards Communication can be brought to an organization and create value for both employers and employees. In doing so, we have looked at a number of fundamental issues along with some ideas, tips and hints.

Information is powerful. And communication is powerful.

Total Rewards Communication goes to the heart of what an employer stands for and the re-relationship with associates.

An effective TR Communication program can be a terrific way to help employers and employees achieve success.

Please share your experiences, thoughts and suggestions with us.

Appendix 1- Sample Total Rewards Statement

YOUR 2013 PERSONAL PORTFOLIO

*We are introducing this new
Personal Portfolio Report to
highlight your Total Rewards.
We hope you find this
information valuable.*

Prepared for:
John Q. Sample
123 Main Street
Anytown, US 00000-0000



February 6, 2014

Dear John,

It's an exciting time to be a member of the Progress Leadership team. Above all, we greatly value the contribution you make to our company.

We recognize that you invest in the success of Progress every day. We believe it is important to offer you a competitive total rewards package. This includes pay and innovative benefits that help you and your family members - now and in the future.

Thank you for helping achieve our goals for the customers and communities we serve every day.

Sincerely,

A handwritten signature in black ink that reads "Robert J. Johnson".

Robert J. Johnson
President and CEO

Included here is a personalized summary of your Total Rewards in 2013, showing the full value of employment. The sections cover:

1. Total Rewards Summary
2. Compensation
3. Bonus Compensation
4. Health Benefits & Insurance
5. Work-Life Benefits
6. Learning
7. Retirement Savings Plan



- Compensation
- Bonus Compensation
- Health Benefits & Insurance
- Work-Life Benefits
- Learning
- Retirement Savings Plan

YOUR 2013 PERSONAL PORTFOLIO

1. TOTAL REWARDS SUMMARY

2013 Total Rewards	You Pay	Progress Pays	Total
Base Compensation		\$100,000	\$100,000
Short-Term Incentive/Bonus		\$ 7,000	\$ 7,000
Long-Term Incentive/Bonus		\$ 9,000	\$ 9,000
Total Compensation		\$116,000	\$ 116,000
Health Benefits	\$ 4,200	\$ 10,000	\$ 14,200
Life Insurance	-	\$ 950	\$ 950
Work-Life Benefits		\$ 2,000	\$ 2,000
Learning		\$ 1,000	\$ 1,000
Retirement Plan	\$10,000	\$ 8,000	\$ 18,000
Social Security	\$ 5,000	\$ 5,000	\$ 10,000
Total Benefits		\$ 26,950	\$ 46,150
Total Rewards Paid by Progress		\$142,950	\$162,150

2. COMPENSATION

The table below shows your annual base compensation during 2013.

2013 Compensation	Amount
Base Compensation	\$100,000
2013 Annual Base Compensation	\$100,000



YOUR 2013 PERSONAL PORTFOLIO

3. BONUS COMPENSATION AWARDS

The following is a summary of your 2013 Bonus Plan earnings.

2013 Bonus Compensation Awards

Short-Term Incentive/Bonus	\$7,000
Long-Term Incentive/Bonus	\$9,000

4. HEALTH BENEFITS & INSURANCE

You are currently enrolled in the Progress Health plan for medical, dental and vision insurance. Below is a summary of the costs paid by Progress for these benefits.

Health Benefit	Annual 2013 Health Insurance Payments
Medical Insurance - Aetna	\$ 8,500
Dental Insurance - Delta Dental	\$ 1,000
Vision Benefits - VSP	\$ 500
Total	\$10,000



YOUR 2013 PERSONAL PORTFOLIO

5. WORK-LIFE BENEFITS

Below is a summary of the payments made for Work-Life Benefits:

	Progress Payments (2013)
Commuter Benefits	\$1,000
Health Advocate	\$1,000
Total	\$2,000

6. LEARNING

To support your career development we believe in continuous education.

Below is a summary of these benefits:

	Progress Payments (2013)
Management Training	\$ 700
Trade Group Learning	\$ 300
Total	\$1,000

7. RETIREMENT SAVINGS PLAN

Your participation in the Progress Retirement Plan is summarized below:

	Your Investment in 2013	Progress's Investment in 2013	Balance at End of 2013
My Retirement Savings Plan 401(k) Administered by Vanguard	\$10,000	\$8,000	\$324,000
Total	\$10,000	\$8,000	\$324,000

We are always reviewing the benefits offered to associates and would appreciate your thoughts and suggestions. Please call HR at 888-888-8888 or contact us at Benefits@Progress.com.



Appendix 2 - Rollout Plan



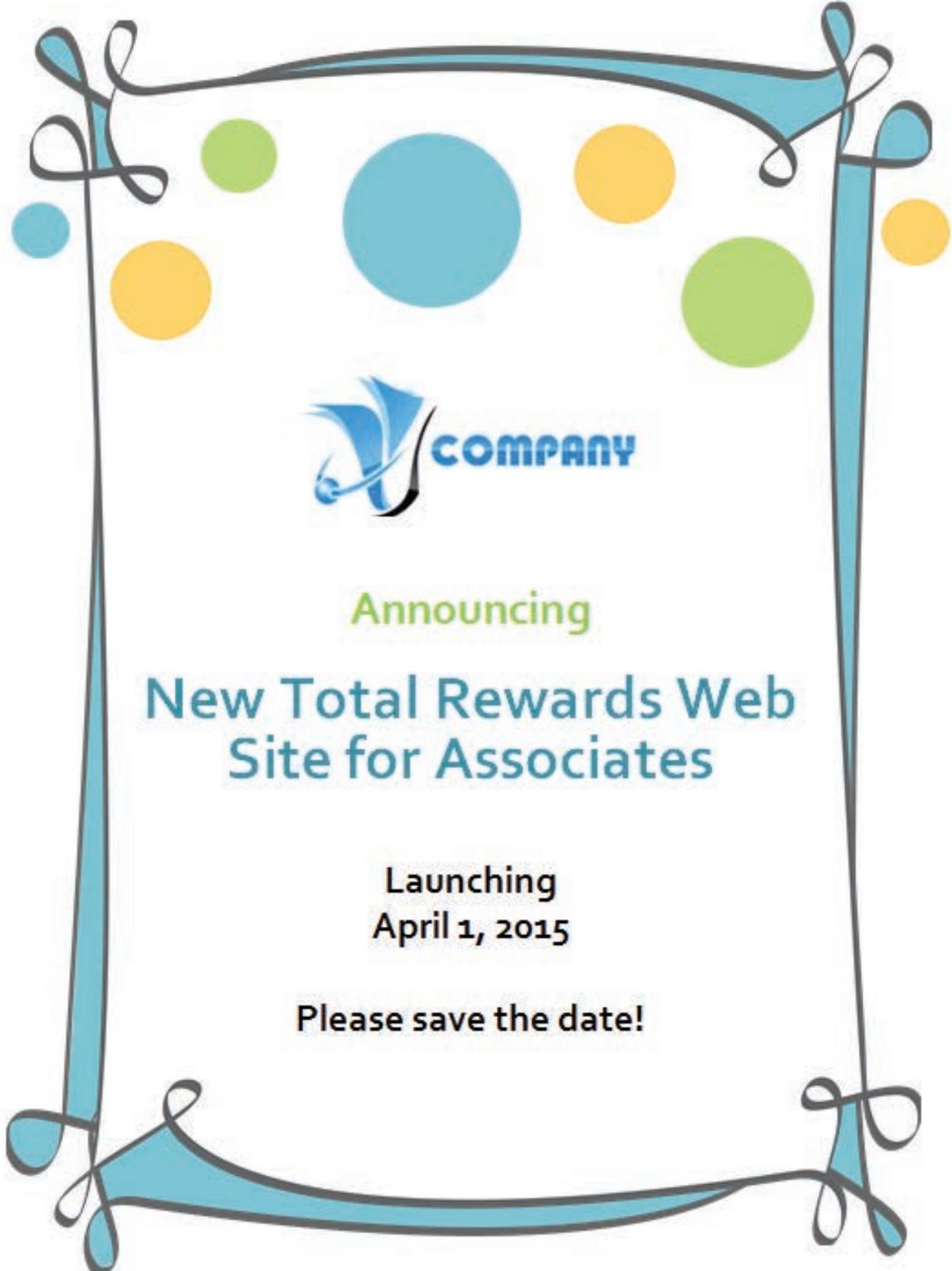
There are a few critical elements associated with introducing a Total Rewards Communication program to associates. Perhaps an e-mail communication from an executive describing the site or statement and why it is being introduced. If on-line, this will be a communication outside of the site with a link to the site.

This may include information about the value of employees and the site being designed to allow for ongoing communication with associates about benefits, compensation and other important items.

There may be a separate communication to Managers introducing the site. In this Manager Communication, the executive may ask for the support of Managers by helping to communicate information about the new site. Also, this communication may give a greater explanation about the company's strategic goals and how this site is aligned with those goals. For example, we want associates to understand the value they receive from the company - and the value we place on employees.

A few sample announcements & draft letters are shown on the following pages.

Sample Rollout Announcement 1



**COMPANY**

Announcing

**New Total Rewards Web
Site for Associates**

**Launching
April 1, 2015**

Please save the date!

Sample Rollout Announcement 2



The Company, Inc. Compensation and Benefits Teams have been hard at work building a new web-based site that will be introduced in April for Associates. You will have access to this site to find information 24x7 about different Total Rewards items. Also, there are self-service tools on the site, such as calculators for planning for retirement.

This new On-line Total Rewards Communication Site lets associates conveniently see information about:

- Compensation
- Medical Benefits
- Retirement Savings
- Work-Life Benefits
- Insurance
- More...

Having everything available
in one convenient place was
the goal in designing this
new site.

Sample Rollout Announcement 3



4/1/2015

Introducing the New Company, Inc. Total Rewards
Communication Site

Dear Colleague,

It is a great pleasure to announce the introduction of the new SWN Total Rewards Web Site on April 1, 2015.

We will now be able to conveniently find current information about compensation and benefits in one place. The site will be available 24x7, 365 days a year. Access to the site will be through the SWN Employee Portal.

On the site you will find information about compensation, the value of your retirement plan, medical benefits information and much more. There will also be links to our different plan administrators to get further information about our various programs.

We know your life is not just about work. That is why we offer a comprehensive package that helps you grow personally and professionally, get rewarded for results and plan for your future. We value you and your contributions to the success of SWN and urge you to take advantage of the employee benefits offered.

Our Human Resources and Compensation Teams have been working on this site for a number of months. They have come up with a spectacular site that is easy to navigate and will serve as the hub for information relating to Total Rewards. Here's just a sample of what will be available on the site:

- Compensation & Benefits
- Medical, Dental and Vision Coverage
- 401(k) Information
- Insurance Coverages
- Employee Stock Purchase Program
- Self Service Calculators to See the Value of Employment

We hope you find this new site to be a valuable resource.

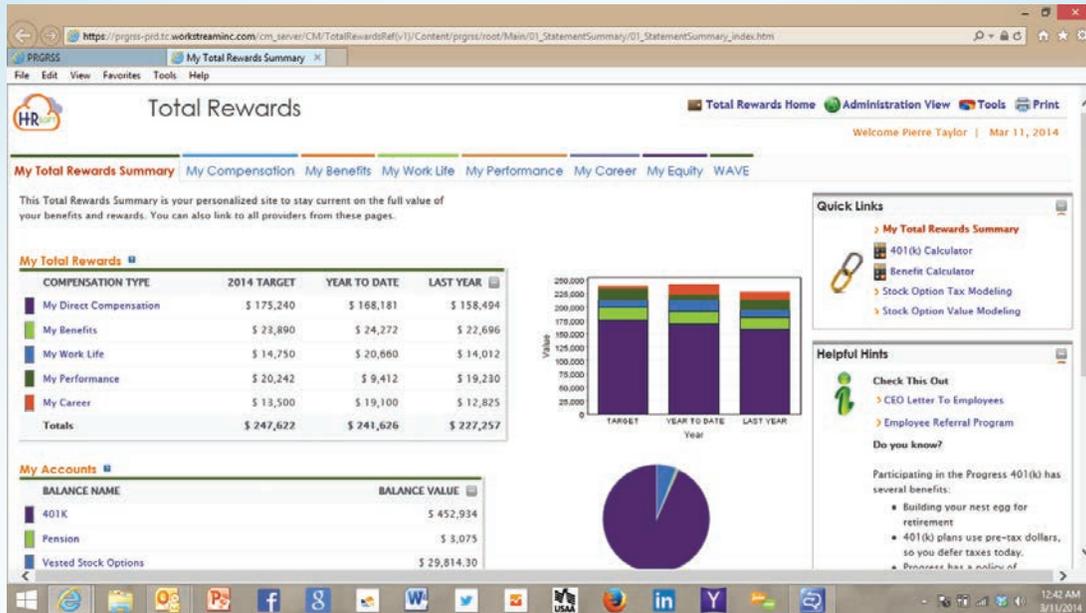
Sincerely,

William Way
President

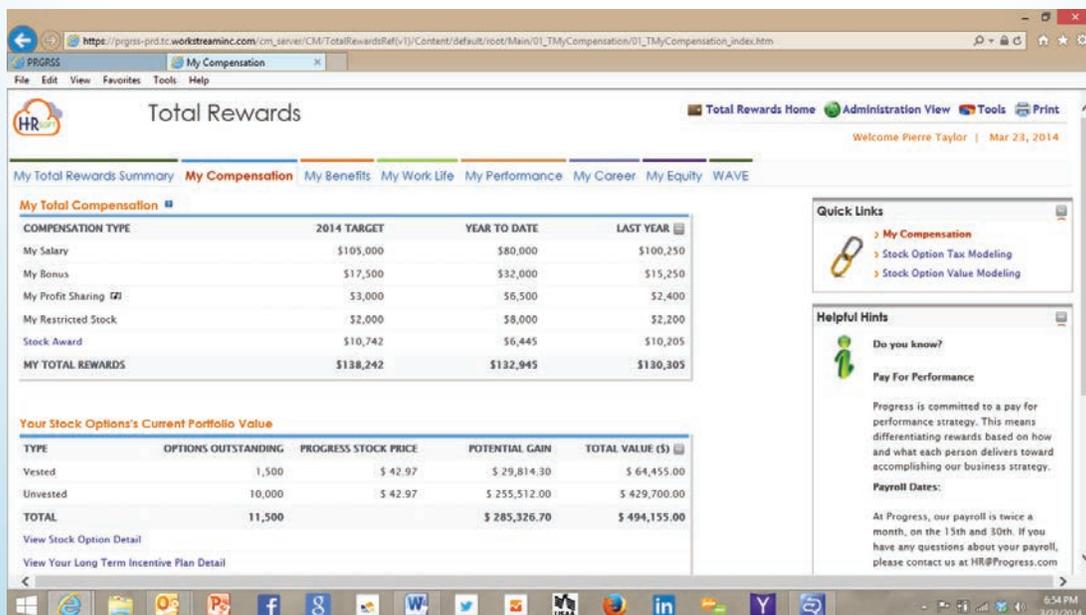
Appendix 3 – Online Total Rewards Communication Site

The following are screen shots of a sample online TR Communication site.

Usually, a summary screen is used to bring together in one view the key elements included in the system.



My Compensation can include Salary and Incentives data.



My Benefits can include Retirement, Medical, PTO and other benefits.

My Combined Benefits

BENEFIT TYPE	2014 TARGET	YTD EMPLOYER PORTION	YTD MY PORTION	LAST YEAR EMPLOYER PORTION
401(k)	\$4,040	\$6,500	\$3,100	\$3,838
Health & Welfare Plans	\$4,550	\$2,172	\$990	\$4,322
My Defined Benefit Pension	\$4,200	\$5,500	\$0	\$3,990
Paid Time Off	\$3,950	\$3,250	\$0	\$3,752
State and Federal Insurances	\$7,150	\$6,850	\$4,307	\$6,792
TOTALS	\$23,890	\$24,272	\$8,397	\$22,696

Pierre Taylor the above balances are as of March 23, 2014. Progress Corp. values your contribution to our success. Supplying a range of valuable benefits as part of your employment is our practice. This recap of your Total Rewards is meant to provide a summary of the full value of your benefits and other elements connected to employment.

It is your responsibility to maintain the confidentiality of this information. Be sure to log out when leaving the screen. Great care is taken in assembling this information, however, errors can occur. All monetary data is shown in U.S. Dollars only.

Quick Links

- My Benefits
- 401(k) Calculator
- Benefit Calculator

Helpful Hints

Do you know?

Aetna is the insurance carrier we use for Medical, Prescription Medicine and Dental insurance coverage. Register on line at www.aetna.com for healthy living information, claims forms and other communications.

My Work-Life can show Child Care, Commuter, Wellness and other benefits.

Work Life Programs

PROGRAM NAME	2014 TARGET	YTD EMPLOYER PORTION	YTD MY PORTION	LAST YEAR EMPLOYER PORTION
Child Care Allowances	\$4,500	\$4,500	\$0	\$4,275
Employee Assistance Program	\$2,800	\$3,100	\$0	\$2,660
Home Office Reimbursement	\$750	\$3,900	\$0	\$712
Matching Gift Programs	\$1,500	\$2,610	\$0	\$1,425
Wellness Programs	\$5,200	\$6,550	\$0	\$4,940
TOTALS	\$14,750	\$20,660	\$0	\$14,012

Pierre Taylor, We are pleased that you take advantage of Work-Life benefits supplied by Progress Corp. We encourage a healthy life style! Our Wellness Program, sponsored by Healthy Life, has just been ranked # 1 in the state.

Besides the benefits you are enrolled in, remember to Review Knowledge Center for details on new programs that may be of interest to you or your family.

Note: Above balances are as of March 23, 2014.

It is your responsibility to maintain the confidentiality of this information. Be sure to log out when leaving the screen. Great care is taken in

Quick Links

- My Work Life

Helpful Hints

Do you know?

Health Advocate Is There to Help

When you or a family member can use help with a medical claim, call Health Advocate for assistance. Health Advocate professionals are experts at understanding medical

My Performance and Recognition can present information about awards, associations, team bonuses, etc.

My Performance Awards

AWARD NAME	2014 TARGET	YTD	LAST YEAR
President's Club	\$5,000	\$0	\$4,750
Reimbursement For Professional Association	\$1,500	\$800	\$1,425
Spot Awards	\$500	\$500	\$475
Stock Awards	\$10,742	\$6,445	\$10,205
Team Bonus	\$2,500	\$1,667	\$2,375
TOTALS	\$20,242	\$9,412	\$19,230

Note: Above balances are as of March 23, 2014.

Congratulations on achieving President's Club level on September 15 !!! Your success qualifies you for a special achievement bonus of \$25,000.

Progress believes in rewarding top performers who accomplish great success !

It is your responsibility to maintain the confidentiality of this information. Be sure to log out when leaving the screen. Great care is taken in assembling this information, however, errors can occur. All monetary data is shown in U.S. Dollars only.

Quick Links

- My Performance
- Stock Award

Helpful Hints

Do you know?

Performance Reviews are conducted in July and January. The purpose of reviews is for managers to provide constructive feedback to members of their team. Reviews also provide a chance to engage in a dialogue about individual performance and achieving goals and career development.

My Career shows continuing education, learning and training benefits.

My Career Training Programs

TRAINING TYPE	2014 TARGET	YTD	LAST YEAR
Leadership Training	\$4,500	\$6,500	\$4,275
New Product Training	\$2,500	\$3,200	\$2,375
Sales Skills Training University	\$1,500	\$4,300	\$1,425
Tuition Reimbursement	\$5,000	\$5,100	\$4,750
TOTALS	\$13,500	\$19,100	\$12,825

Note: The above balances are effective as of March 23, 2014.

We encourage continuous training and advancement for Progress associates.

Congratulations on completing the Sales Skill Training University Curriculum. We understand the hard work and commitment it takes to successfully complete this program. Well Done ! Progress believes in rewarding top performers who accomplish great success !

It is your responsibility to maintain the confidentiality of this information. Be sure to log out when leaving the screen. Great care is taken in assembling this information, however, errors can occur. All monetary data is shown in U.S. Dollars only.

Quick Links

- My Career

Helpful Hints

Do you know?

At Progress we are committed to providing employees with a chance to advance and explore new roles and opportunities.

Take advantage of available resources so you can develop your skills for the

401(k) Calculator – Here an associate would enter certain values relating to contribution level and employer match to model the growth potential of their account.

The IRS has also set limits on the total amount you may contribute to your 401(k) from all sources in a given year, including employer match or profit-sharing contributions and any employee after-tax contributions.

3. Due to rounding, the calculations are approximate and intended to be used only as a guide.

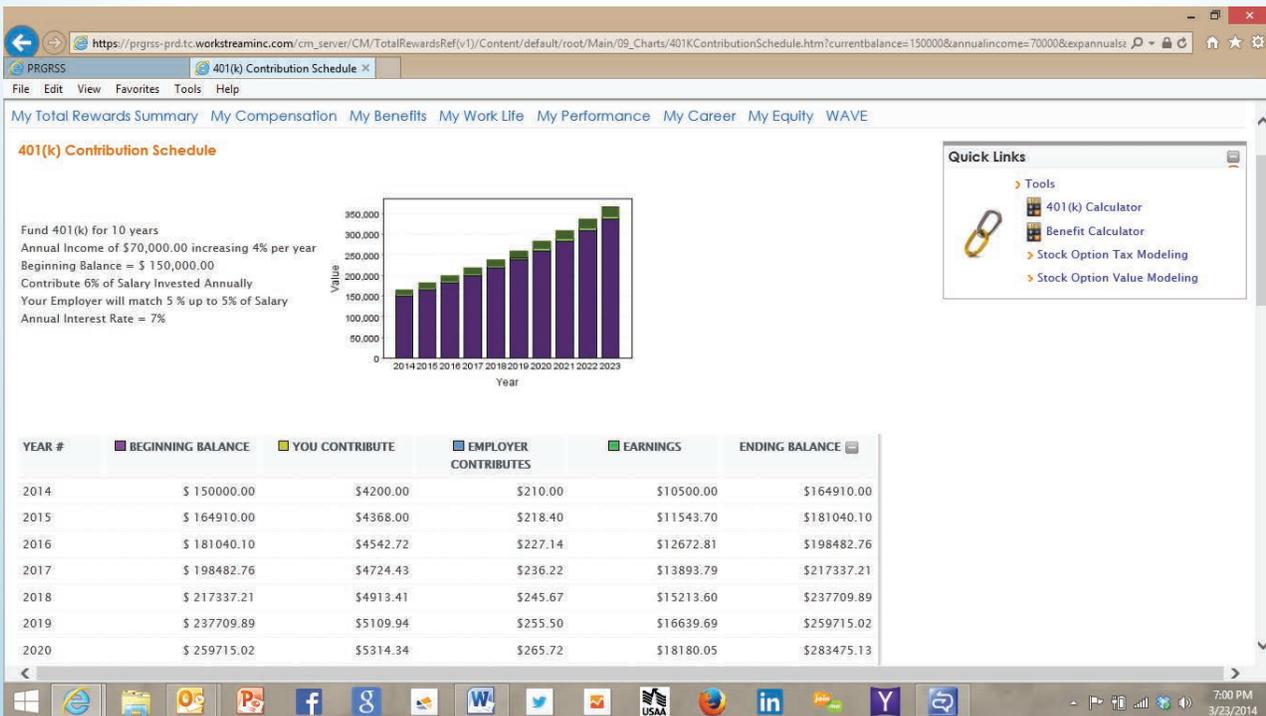
Current 401(k) Balance: \$ 150000
 Current Annual Income: \$ 70000
 Expected Annual Salary Increase: 4 %
 Percent of Salary Withheld for 401(k): 6 % Invested Annually
 Employer Match Annually: 5 %
 Employer maximum: 5 % of your salary
 Years to Fund 401(k): 10
 Average Annual Interest Rate Earned: 7 %

[View Schedule](#)

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401(k) Calculator Output Schedule – shows the projected account balance for each year in a future period based on the variables entered into the model.



About HRsoft

REWARDview™ - High Impact Total Rewards System



There is good news about starting your own Total Rewards program: you don't have to do it on your own and you don't have to start from scratch.

REWARDview™, the industry's first High Impact Total Rewards System, is a complete cloud-based software solution that provides employees key information about the company and their complete compensation/benefit package, helping drive better retention by conveying the full value of their employment.

This easy-to-use tool provides employers an easy and cost-effective way to customize employee communications. From salary and benefits, 401k plans and equity awards to work life balance benefits, your employees will gain a greater appreciation of the full value of their employment through this powerful self-service web portal.

Keep your employees informed, engaged, and retained with REWARDview™. Contact us today for a free demo!

About HRsoft



HRsoft is a cloud-based, High Impact Talent Management™ software company that specializes in improving employee engagement and retention for mid-large sized employers. Our High Impact Talent Management System™ includes modules for compensation management, applicant tracking, management software, total rewards, stay interviews, and content management.

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Ezra is responsible for execution of the company’s channel partnership strategy and Account Management functions. Schneier is the former Vice President of Corporate Development for First Advantage Corporation where he successfully executed that company’s growth strategy.



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Austin is a 15 year veteran in the world of HR technology having worked with over 100 organizations around the world to find creative solutions & better techniques for talent management. Currently, Austin serves as SVP of Client Success at HRsoft, a High Impact Talent Management software company.