

# The Power of Educating & Communicating Total Rewards Changes to Your Organization

*Tuesday, February 7, 2023*

## About Nonprofit HR

### Our vision:

We are the leading source of innovative talent management, talent acquisition services and knowledge for the social impact sector.

- Total lifecycle solutions for talent management.
- 20+ years serving the social sector as a trusted advisor and thought partner.
- Thousands of missions served.
- Black woman owned.
- National footprint.
- Award-winning and credentialed staff.



*"Nonprofit HR's experts listen, articulate people-centric solutions and understand the correlation between having high-performing, engaged staff and us being able to support our members' needs. Their team has elevated the importance of and visibility around innovative HR practices. Nonprofit HR is an invaluable strategic partner."*

**Cathy Gibney, CPA**  
**Chief Financial Officer**  
**National Hospice and Palliative Care Organization**

## Our Practices: Nonprofit HR's suite of solutions is centered around five core service areas.

### STRATEGY & ADVISORY

- HR Audits & Assessment
- Workforce Planning
- Performance Management
- Workplace Culture & Employee Engagement
- Learning & Development

### HR OUTSOURCING

- Interim Outsourcing
- Comprehensive General Outsourcing
- Specialty Outsourcing

### EQUITY, DIVERSITY, INCLUSION & JUSTICE

- Assessments, Strategy Design & Implementation
- EDIJ Training
- Cultural Transformation
- Leadership Development
- Interim Chief Equity Officer

### TOTAL REWARDS

- Salary Benchmarking
- Compensation Program Design
- Pay Equity Analysis
- Benefits Assessments
- HR Technology

### SEARCH



- Executive & Professional Search
- Recruitment Outsourcing
- Interim leadership

### SOCIAL ENTERPRISE



We also partner with nonprofit and for-profit social enterprises to help strengthen their people management practices.

# Presenters

Nonprofit**HR**



**Lisa McKeown**  
Managing Director  
Total Rewards  
Nonprofit HR



**Eric Salyers**  
Senior Consultant  
Total Rewards  
Nonprofit HR



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**Tina Twyman, MA, SHRM-SCP**  
Team Leader & Senior Consultant  
Total Rewards  
Nonprofit HR



**Julie Trimarchi, SPHR**  
Senior Consultant  
Total Rewards  
Nonprofit HR

# Agenda

- Panel discussion around using a communication strategy to support the rollout of total rewards programs
- Review of planning questions to address before rolling out a total rewards communication strategy
- Summary and key takeaways

# Communication Strategy & Change Management

When considering changes to compensation—whether the changes involve benefits, technology, business practices, leadership or a combination thereof, change management communication is essential to helping people move from where they are today to the desired “future state.”

# Communication Strategy Outcomes



Having a communication strategy:

- Supports any change management needs resulting from organizational initiatives
- Delivers timely messages and materials aligned with key milestones
- Ensures employees receive consistent information about what is important to them
- Provides a mechanism to share feedback and ask questions



# Planning Questions



- What initiative is the organization implementing?
- Why is the organization engaging in this project?
- What is the desired outcome of this project?
- What is changing and what is staying the same?
- What is the timeline for this compensation project?



# Planning Questions, Cont.

- What part of this initiative will be the most difficult to explain?
- What will managers need to know before all staff messages are sent out?
- What do your staff need to know?
- Which information should be shared in a group meetings vs. one-on-one settings?
- What should be shared at each phase of the project?





# Communication Channels

- Email
- Teams/Slack/other collaboration tools
- Intranet – Document repository, FAQs, link farm
- HCMS/Benefits Administration Portal – Document repository, FAQs, link farm, automated reminders
- Internet – external employer branding
- Electronic Signature tools – for both enrollments and for ensuring receipt of materials (supporting compliance)
- Live in-person/virtual meetings



# Thank you!

## Contact Us

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