

# HOW TO SUCCESSFULLY COMMUNICATE COMPENSATION TO YOUR EMPLOYEES

## COMPENSATION IS A SENSITIVE TOPIC, EVEN IN THE BEST OF TIMES.

With strategic communications, you can make pay conversations at your company easier than ever. Learn more with these 3 best practices.



1

## START WITH PEOPLE MANAGERS

Develop a strong communication strategy that educates managers throughout the year on compensation topics, empowering them to own the process and make strong decisions on pay adjustments, bonuses, and more.

24%

of employees think their manager is effective at communicating pay.  
(CEB)

2

## PRIORITIZE TRANSPARENCY

Strategic communications will help educate employees on all aspects of your company's pay philosophy, from market data to how their pay aligns with their performance – fostering trust between you and your workforce.

64%

of employees who are paid at market believe they're underpaid.  
(Payscale)

3

## EQUIP EVERYONE WITH COMMUNICATION TOOLS

Support your workforce on how they should talk about pay – especially during potentially sensitive or difficult times. Provide both managers and employees with helpful guides, tips, and resources that will help them navigate these conversations comfortably.

22%

of office workers have cried at least once during a year-end review.  
(Adobe)

To learn more about how to effectively communicate your compensation program, email [ContactSales@GuideSpark.com](mailto:ContactSales@GuideSpark.com)



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