

Talking pensions with your people

The reasons behind our thinking

Employees value their workplace pension. They really do. We know this because we asked them as part of our YouGov research¹ into employer and employee attitudes towards workplace pensions.

Here's what they told us:

- 83% of employees with a workplace pension value it.
- 69% of employees think pensions are important when looking for a new job.
- Over half would increase their pension contributions if their employer did.
- Only holiday allocation ranked as a more important benefit when moving jobs.
- 90% of employees agree that automatic enrolment is a good idea.

So, why not talk to them about it? After all, you're contributing to their future by paying into their pension savings – it's a brilliant thing.

Talking pensions shows your employees you care. And getting the conversation started (or keeping it going) is really no bother at all – promise. All thanks to our communications toolkit, created 'with employers for employers'.

It's packed full of tools employers have told us they need. There's no jargon or sales patter (that's just not us). Straight-up, simple tools. It's super flexible too. And by that we mean you can mix and match the tools to suit you and your communications style.

Talking pensions with your employees really did just get simple...

Mix and match from our range of tools

Booklets, posters, forms, flyers, guides, letters, videos, even payslip wording – you name it, our communications toolkit has it.

If you know exactly what you're after, you can search by topic and select the document type (job done). Or you can browse away – safe in the knowledge that many of our tools can be mixed and matched, adapted and even tailored to suit you.

Communications styles differ, and people take in information in different ways. That's why we've made our communications toolkit super flexible – you can print, post, play or email our tools.

¹Source: Employee & employer attitudes to pensions as a workplace benefit – <https://peoplespartnership.co.uk/employee-employer-attitudes-pensions-workplace-benefit/>

5 ways to use the communications toolkit

-  **1** Posters around the office or flyers in the staff room can help make your workplace pension front of mind for your employees – it can also help them feel valued. You can print off and pin-up posters (in the traditional sense) or email them if that works for you.
-  **2** Writing an email to your employees about their pension? Our wording templates could help.
-  **3** If you've got an Intranet, you could always link to key documents from the communications toolkit (maybe a video or two). Then, your employees will be able to dip in and out whenever they want.
-  **4** And if you want to post pension information to your employees, you could always use our letter templates and maybe include a booklet or flyer.
-  **5** Want to make it personal with a face-to-face presentation? Use our really quick and easy to personalise presentation to cover topics of your choice. Or, play our videos instead if that suits you better.

What's more, all our tools can be used as part of a joiner's induction or as part of employee pension refresher sessions

Staying fresh

We're adding new tools all the time. And they'll come in all shapes and sizes to be used in lots of different ways.

If you think of something you'd like to see in the toolkit, something that would be of value to you, please do drop us an email to tell us all about it. You can reach out to us at toolkit@thepeoplespension.co.uk.