



Human Resource Communications – *From Recruitment Through Retirement*

feature

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Can't We Say It in English?

Human Resource Executive magazine recently asked XL's CEO, **June Mara** to share her thoughts on Summary Plan Descriptions (SPDs) – specifically regarding "the tough balancing act of ensuring they're understandable yet legally compliant . . ."

Summon the Lawyers

In the event of a legal battle over benefits, courts will typically look at what's contained in the SPD, so the document needs to be legally airtight. Unfortunately, this can often lead to language that is convoluted and hard to understand, says June Mara, CEO of Wilton, Conn.-based XL Communications, a consulting firm that assists companies with their HR communications. "The lawyer's job is to protect companies from lawsuits," she says. "[But] it affects understandability."



Ongoing Communications

"People need to be constantly reminded that their benefits are there and they're a great thing," says Mara. Some companies may be tempted to simply print and distribute their SPDs, figuring that's enough for benefit communications. However, other communication channels -- newsletters, posters, meetings, etc. -- should be used to hammer home what's in the SPDs, which many workers won't even bother reading. "Benefit communications should be an ongoing process," she says.

([Click here](#) to read the article in its entirety at www.HREOnline.com)

What Are THEY Communicating?

A peek into some of the projects we're working on for clients like you.

- 1. Broadbanding Tool Kit** - In support of a major manufacturing client's broad banding initiative, XL is developing a full scale campaign including announcements, websites (in six languages), job aides, training and management presentations.
- 2. Recruitment Campaign & Branding** - One of the country's premier grocery cooperatives has embarked on a large scale recruitment initiative. They have asked XL to help them develop a new internal brand, benefit summary and corporate brochure for use at colleges and career fairs.

XL is Growing!

To support our clients with the superior service that has become XL's trademark, we are looking to hire a new HR/Benefits Communications Associate to join our team.

If you know a skilled wordsmith with at least 2-3 years related HR/Benefits communications experience, please have them visit our [Career Page](#) or call 203.761.8841 for more information.

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