

"What we have is a failure to communicate"

Low employee knowledge, engagement about benefits

XL's own **Beth Marusi** recently shared her thoughts with **Employee Benefit News** about low employee comprehension and appreciation for today's complex benefit plans . . .

"Companies make a huge investment in benefits and people programs," notes Beth Marusi, vice president of XL Communications.

"To maximize the value of that investment, they have to understand the importance of having a strategy for communicating those benefits."



"The beauty of electronic communication is that it's quick, easy and inexpensive," says XL's Marusi. "But it's also so easy to ignore, delete or click away. So if you rely solely on electronic, you're missing the boat. We encourage our clients to use a more hybrid approach."

"One of the most difficult things to communicate is change, and employers tend to make their communications reactive rather than proactive. So, they don't achieve what they want to do, which is get employees to understand."

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

What Are THEY Talking About?

A peek into some of the projects we're working on with companies like yours.

1. Full Scale Succession Planning - This 4,000 employee manufacturing company realized that many of its key employees were nearing retirement and that the need to identify possible successors was critical to the ongoing success of the organization. After interviewing key stakeholders and reviewing all current positions, the HR team compiled a comprehensive report outlining recommendations for future successors and identifying talent gaps that could be woven into a recruitment strategy.

2. Promotional Benefits Summary Brochure - This publisher wanted to create a tasteful, sophisticated brochure featuring their competitive and comprehensive employee benefits program. The summary will serve two purposes - as an effective recruitment tool for potential job candidates as well as a valuable reference source for current employees.

3. New Payroll System Introduction - When this high tech materials manufacturer was sold by its parent company, they needed to quickly transition many programs and processes including a new payroll system. Since this new system was very different from the previous one, they needed a small communications campaign to clearly identify and explain the changes to employees.

XL is Hiring!

We're looking for a new HR/Benefits Communications Associate to join our team. If you know a skilled wordsmith with 2-3 years related HR/Benefits content experience, have them visit www.xlcommunications.com or call 203.761.8841 for more information.