



SOS Educational Webcast: Empower Your Employees: Best Practices for Equity Plan Communications

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Materials Slides

<http://www.sos-team.com/pdfs/communications.pdf>

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Agenda

- Know your audience
- Don't re-invent the wheel
- Ensure a clear message
- Educate to motivate

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KNOW YOUR AUDIENCE



Know Your Audience

- From millennials to baby boomers, the workforce is incredibly diverse—and each segment prefers different methods of training and education
- It is important to not apply a one-size-fits-all approach when communicating to your employees
 - Being well-versed in participants' needs and challenges before any communication about your equity plan is key



Know Your Audience: Considerations

- Who is your audience?
 - Silent Generation
 - Baby Boomers
 - Generation X/MTV Generation
 - Generation Y/Millennials
 - Generation Z
 - Executives
 - Shift/hourly workers
- What type of information do they want?
- What channels of communication work best for them?
- Should communications come via several methods?
- What about corporate culture?



Know Your Audience: Connecting with Employees

- Is the company intranet and email still relevant?
 - Mailings: who does this anymore?!?!?
 - FAQs
 - Webcasts
 - Educational videos- careful of the length!
 - Yammer
 - Twitter
 - Facebook
 - Smartphone accessible?
 - Newsgroup / Blog
 - Available 24 x 7
 - Participant portals
 - SSO or I forgot my password?



DON'T RE-INVENT THE WHEEL

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Don't Re-invent the Wheel

- What communication materials and methods do you currently use?
- Have these been effective in the past?
- Can you “freshen” them with a small amount of time/effort?
- Already approved by Legal, HR, Corporate Communications?
- Leverage Your Vendors
- Don't be afraid to refer employees elsewhere with questions
 - Financial advisors
 - Mystockoptions.com
 - Consider Your Options by Kaye Thomas

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Use a Mix of Integrated Tactics

- No one tactic will appeal to all employees
 - Baby boomers, for example, are generally more comfortable with a phone conversation
 - Millennials are more likely to appreciate email communication and self-service tools
 - Be sure to include a mix of tactics as you communicate to employees
- Different segments have different needs
 - Executive – diversification, planning
 - Management – retirement, education savings
 - Entry Level – investing basics
- Take into account your different employee populations when planning your outreach and education strategy:
 - Geographic location
 - Cultural and language differences
 - Life stage - Including associated financial goals



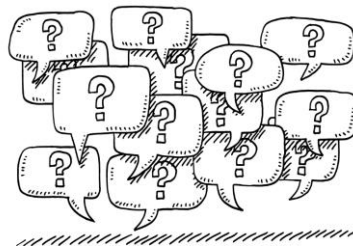
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ENSURING A CLEAR MESSAGE

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Ensuring A Clear Message

- Questions to consider:
 - Is the participant population broad or more focused on one age group?
 - Is the message exclusively for executives or employees at multiple levels?
 - Does the firm have international participants? If so, do they have any unique needs?
 - Are there any cultural considerations?
 - How familiar are your participants with equity compensation?



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Different considerations across sectors

- Across sectors and company size there are vast differences in how employees view the awards they are given as part of compensation
 - Employees at smaller companies or companies that have lower trading volumes may be hesitant to take action on their awards
 - Price volatility may also be concern for individuals looking to maximize the financial value of their awards
- It is beneficial for participants to have easy-access to broker resources in order to properly plan for taking action on their equity compensation
 - These resources can help increase participant confidence and enable employees to work towards financial wellness

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Ensuring a Clear Message

- Advice: specific to an individual and meant to advise on a decision
- Information: facts that employees should consider or explanation of what will happen when taking action/failing to take action
- Use consistent terminology
- Keep communications to one page or less!
 - Consider shorter, more frequent communications
 - Complex issues condensed may generate more questions than it answers
- Pictures are always appropriate

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Achieving employee “buy-in”

- Employees should be engaged with their plan so they can enjoy the benefits it can provide—but if the benefits are not immediately clear, participants may tune out
 - Additionally, encountering something new can be an unsettling experience—especially if it isn’t easily understood
- To help ensure that your participants have a clear understanding of their award and are taking any required steps as part of their plan, implementing an outreach program can make employees feel comfortable from the outset. Ways to do this include:
 - Tailored communications identifying them as a first-time recipient and acknowledging they may need extra assistance
 - A dedicated email queue/mailbox to which participants can send questions
 - A “first-timer primer” that outlines key pieces of information such as phone numbers, where to access forms, and/or educational items

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EDUCATE TO MOTIVATE



Participant education

- Education is essential and should be provided to participants, particularly around the time users first begin to use their equity compensation platform
 - This training will enhance the employee experience and allow participants to maximize the value of their plan
 - Being well-versed in participants' needs and challenges before any training is key
- Some popular methods for providing education and information include:
 - Conference calls and WebEx sessions
 - Video or recordings
 - Email
 - Corporate intranet site content



Enabling employees through education

- When enabling employees through education, some items to consider include:
 - Are education sessions available for employees at multiple levels?
 - Does the firm have international participants?
 - How to most effectively support globalization of corporate culture?
 - Are there any unique needs/translation requirements?
 - How familiar are your participants with equity compensation?



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