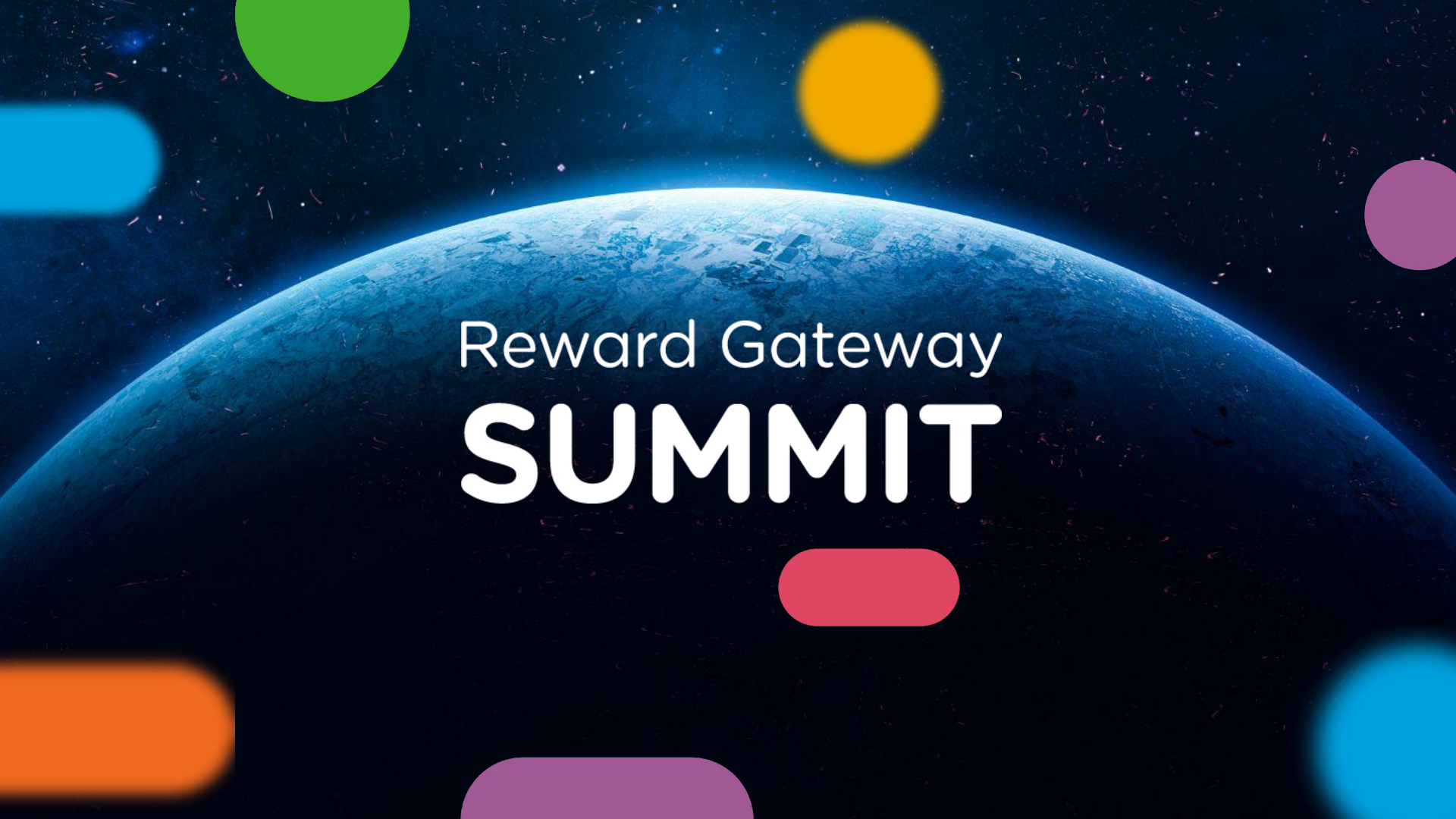

Reward Gateway
SUMMIT

RewardGateway
the employee engagement people
Think Like a Marketer: How to Create Compelling Content Your People Will Love

Cat Lewis

Head of Global Engagement and Internal Comms, Reward Gateway

Chloe Thompson

Head of Content Strategy, Reward Gateway

Our Agenda

01 Communicating With Different Demographics

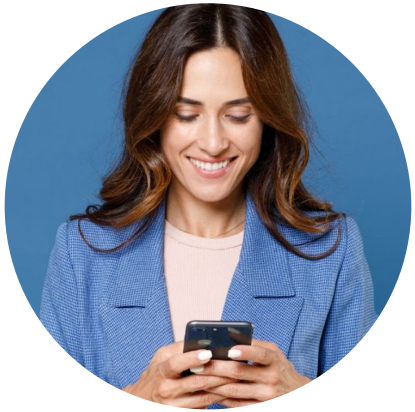
02 4 Top Headline Tips

03 Headline and Demographic Exercise

04 Repurposing and Repositioning Benefits

We are all marketers

Gen X



Millennials

Gen Z

Gen X

- Informal comms are OK, but always be polite (no snark)
- They sometimes need time to reflect and absorb information on their own
- You may benefit from surveying this group to give them ownership of how they want to be communicated to

Sources: Entrepreneur, Inc

Millennials

- Tech-savvy, spending most of their time online
- Be brief, be bright, be gone
- At the same time, be detailed - don’t make them hunt for information

Sources: Entrepreneur, Forbes, McKenna Management

Gen Z

- Social causes matter - embrace diverse imagery and context
- Break down benefits with positive language to make it more approachable
- Keep it snappy
- Humor is your friend!

Sources: Entrepreneur, Business News Daily

4 Headline Tips

01 Don’t overcomplicate things

02 Ditch passive voice

03 Numbers are your friend

04 Get emotional

How can you extend the moment?

The Scenario

Your product team is launching a bunch of new features
that you want your employees to understand.

Original Headline

Employees are able to learn about new features from our Product team by reading this article!

Headlines, please?

01 WOW: 15 New Features on ProductX!

02 How our Newest ProductX feature cuts processing time in half!

03 5 Minutes to learn 15 New Features on ProductX

04 LIVE NOW: Your top-requested feature on Product X (and 14 others!)

Extending the moment

Your product team is launching a bunch of new features that you want your employees to understand.

Gen X

- Why are these features important?
- Did employee or client feedback influence the development of these features?

Millennials

- Can the director of Product do a video shoutout to the team to kick off the post?
- List the features in a scannable table or bullet points

Gen Z

- So many features, so little time!
- How will these features affect your clients' day-to-day?
- Focus on positives - will save X tickets

Now you try it!

The scenario

You're writing an article to highlight unused benefits that will help your people save money. Here's what you know:

A

You have 20 overall benefits, 2 of which are brand new.

B

The brand new benefits were created (Restaurant/Grocery Discounts and a Salary Advance request to help with childcare costs) because employees answered a survey that showed a need for support in these areas.

C

Yet, there are 3 other benefits that help employees on their day-to-day expenses: Financial planning resources, an updated employee referral bonus, and a rewards programme.

3-minutes

How will you extend the moment?

You’re writing an article to highlight unused benefits that will help your people save money.

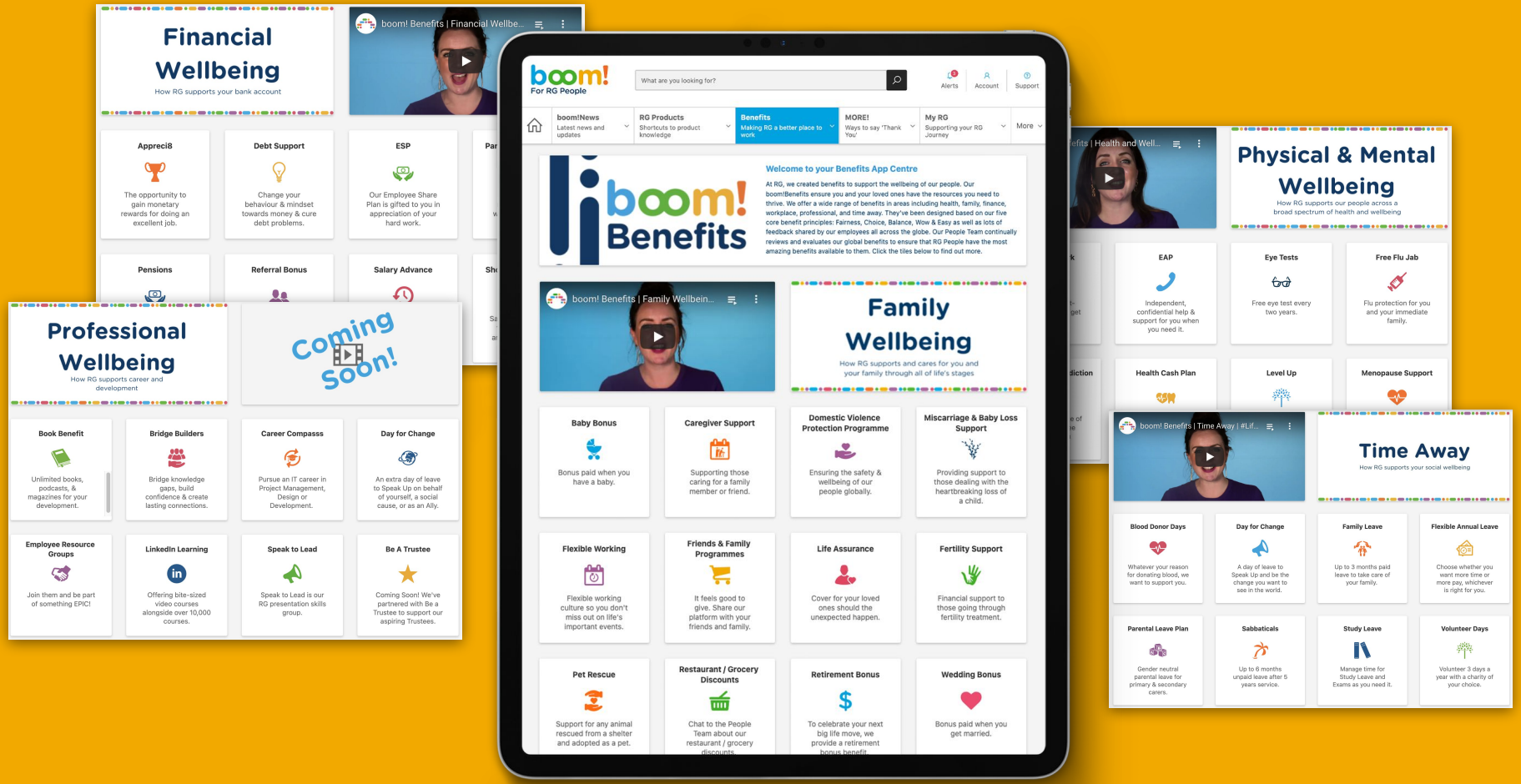
Gen X

Millennials

Gen Z

3-minutes

Say it again: We are all marketers


Financial Wellbeing
How RG supports your bank account
boom! Benefits | Financial Wellbe...
Appreci8
The opportunity to gain monetary rewards for doing an excellent job.
Debt Support
Change your behaviour & mindset towards money & cure debt problems.
ESP
Our Employee Share Plan is gifted to you in appreciation of your hard work.
Pensions
Referral Bonus
Salary Advance
Professional Wellbeing
How RG supports career and development
Coming Soon!
Book Benefit
Unlimited books, podcasts, & magazines for your development.
Bridge Builders
Bridge knowledge gaps, build confidence & create lasting connections.
Career Compasss
Pursue an IT career in Project Management, Design or Development.
Day for Change
An extra day of leave to Speak Up on behalf of yourself, a social cause, or as an Ally.
Employee Resource Groups
Join them and be part of something EPIC!
LinkedIn Learning
Offering bite-sized video courses alongside over 10,000 courses.
Speak to Lead
Speak to Lead is our RG presentation skills group.
Be A Trustee
Coming Soon! We've partnered with Be a Trustee to support our aspiring Trustees.
boom! For RG People
What are you looking for?
Alerts
Account
Support
boom!News
Latest news and updates
RG Products
Shortcuts to product knowledge
Benefits
Making RG a better place to work
MORE!
Ways to say 'Thank You'
My RG
Supporting your RG Journey
More
boom! Benefits
Welcome to your Benefits App Centre
At RG, we created benefits to support the wellbeing of our people. Our boom!Benefits ensure you and your loved ones have the resources you need to thrive. We offer a wide range of benefits in areas including health, family, finance, workplace, professional, and time away. They've been designed based on our five core benefit principles: Fairness, Choice, Balance, Wow & Easy as well as lots of feedback shared by our employees all across the globe. Our People Team continually reviews and evaluates our global benefits to ensure that RG People have the most amazing benefits available to them. Click the tiles below to find out more.
boom! Benefits | Family Wellbein...
Family Wellbeing
How RG supports and cares for you and your family through all of life's stages
Baby Bonus
Bonus paid when you have a baby.
Caregiver Support
Supporting those caring for a family member or friend.
Domestic Violence Protection Programme
Ensuring the safety & wellbeing of our people globally.
Miscarriage & Baby Loss Support
Providing support to those dealing with the heartbreaking loss of a child.
Flexible Working
Flexible working culture so you don't miss out on life's important events.
Friends & Family Programmes
It feels good to give. Share our platform with your friends and family.
Life Assurance
Cover for your loved ones should the unexpected happen.
Fertility Support
Financial support to those going through fertility treatment.
Pet Rescue
Support for any animal rescued from a shelter and adopted as a pet.
Restaurant / Grocery Discounts
Chat to the People Team about our restaurant / grocery discounts.
Retirement Bonus
To celebrate your next big life move, we provide a retirement bonus benefit.
Wedding Bonus
Bonus paid when you get married.
Physical & Mental Wellbeing
How RG supports our people across a broad spectrum of health and wellbeing
EAP
Independent, confidential help & support for you when you need it.
Eye Tests
Free eye test every two years.
Free Flu Jab
Flu protection for you and your immediate family.
Health Cash Plan
Level Up
Menopause Support
boom! Benefits | Time Away | #Lif...
Time Away
How RG supports your social wellbeing
Blood Donor Days
Whatever your reason for donating blood, we want to support you.
Day for Change
A day of leave to Speak Up and be the change you want to see in the world.
Family Leave
Up to 3 months paid leave to take care of your family.
Flexible Annual Leave
Choose whether you want more time or more pay, whichever is right for you.
Parental Leave Plan
Gender neutral parental leave for primary & secondary carers.
Sabbaticals
Up to 6 months unpaid leave after 5 years service.
Study Leave
Manage time for Study Leave and Exams as you need it.
Volunteer Days
Volunteer 3 days a year with a charity of your choice.

1. Repurpose
2. Reposition

Survey says...

What do our employees need?

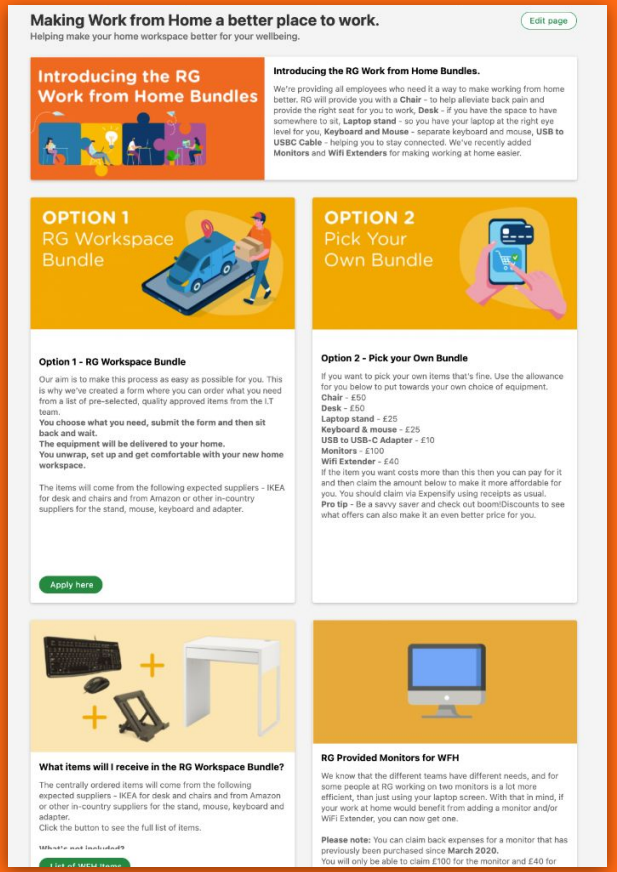
Flexible Working	WFH Support	Wellbeing
Wellbeing	and...	More Wellbeing!

What can we repurpose?

What are some of the overarching benefits we already have in place?

Annual Leave	Salary Advance	Flexible Working
Professional Development Opps	Wellbeing Allowance	?????

And next, how did we reposition?



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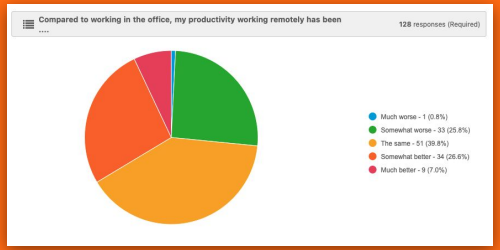
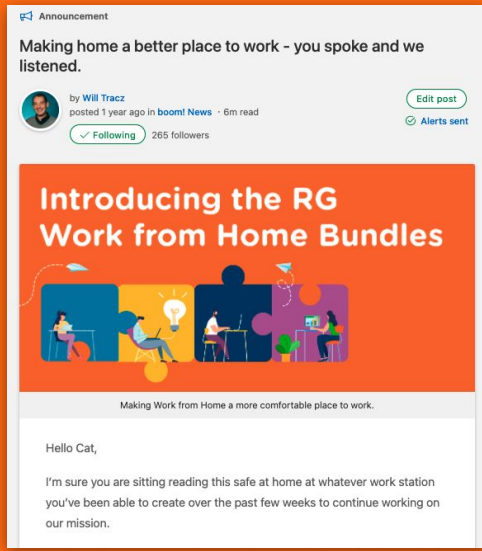
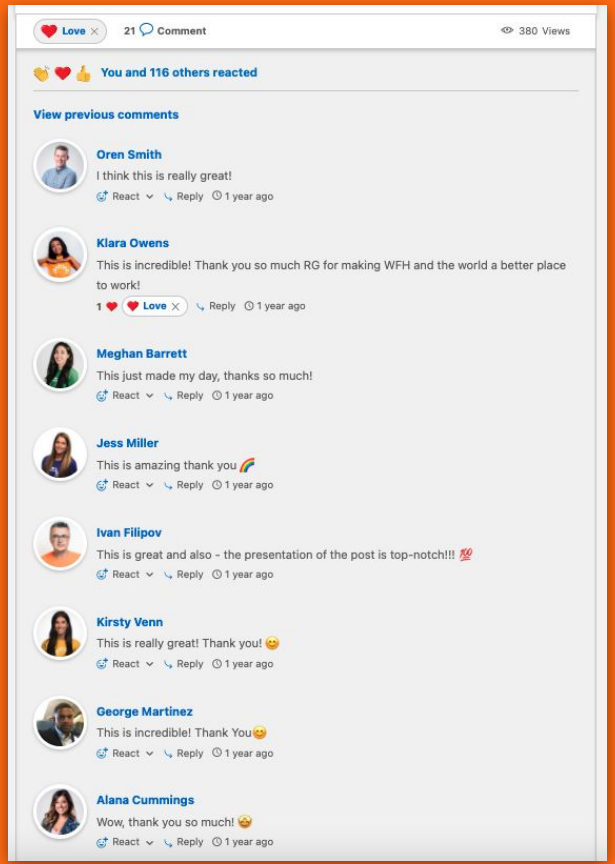


Surveys



Employee Communications



Feedback

RG Introduces Gender Neutral Miscarriage & Baby Loss Support

by Cat Lewis
posted 6 months ago in boom! News · 5m read
Following 265 followers

Edit post
Alerts sent

This month we're focusing on wellbeing and enhancing our support for you...

Hello Cat ,

In 2018, we launched our global wellbeing programme named Level Up. The programme provides better well-being support to our employees and removes the stigma of talking about mental health by creating an inclusive and safe space where you can share your stories openly and honestly without any judgment.

Employee Communications

Gender Neutral Miscarriage & Baby Loss Support

Support for our employees through fertility treatment, miscarriages and pregnancy loss

Edit page

Our commitment to you

1 in 4 pregnancies ends in miscarriage and pregnancy loss. Yet, it remains unmentioned in most policies that organisations share with their people, and as a result, many employees struggle alone.

Reward Gateway is committed to providing an environment that supports the well-being of our employees - physically and mentally. The loss of a child through miscarriage or other forms of baby loss can be a devastating experience inflicting a huge amount of sadness and grief. It can also impact LGBTQIA+ employees due to the additional challenges for same-sex couples wanting to have a baby.

Reward Gateway miscarriage and baby loss support provide

- Up to four weeks' (additional) paid leave, which does not count towards sickness absence or holiday
- Flexible working arrangements to enable attendance to all medical appointments and support a return to work after pregnancy loss
- Individual support from our People Team with reasonable adjustments to enable you to work
- Individual, confidential Mental Health Coaching Support is available alongside our comprehensive Employee Assistance Programme

Who is eligible?

All employees.

We support all parents during this difficult time and recognise the seriousness of the grief, trauma and other physical and psychological impacts.

We recognise the physical and mental impact this has on both the parents (including those who have lost a child through surrogacy). We understand that men are also equally affected and may struggle with their own emotions while supporting their partners through this challenging time.

Individual support and mental health coaching

The People team can support you with reasonable adjustments during the process alongside our specialist partners who give access to confidential Mental Health coaching.

This can support you through all stages of fertility with expert practices and guidance.

Our partners are...
Australia - Jan Mcleod
Bulgaria - Nelly
UK & USA - Sanctus

We're flexible to help make attending medical appointments easier

Our flexible working policy has one golden rule - never miss an important life event, including medical appointments.

We know how much time is involved with fertility treatment and that there are lots of appointments that can disrupt your usual working hours.

Talk to your Manager or the Peop... flexib... you t...

Get expert help from your EAP

Whereas your Mental Health Coach provides you with ongoing coaching and mental health techniques to better support you through tough times and increase your resilience, your EAP Programme is here to help you with counselling, therapy and is especially helpful in times of crisis.

Whether you need someone to talk to or want access to information, our EAP is available 24/7 and is ...ial.

Use the book benefit to support your wellbeing

Our book benefit provides you with unlimited books to support your professional development. This includes any books that support your wellbeing and help you to be your best self at work, including those that cover the topics of miscarriage and baby loss.

Recommendations include 'Trying Again' by Ann Douglas and 'Coming to Term' by Jon Cohen. We welcome you to share others with us in #level_up on Slack, as this helps us build our reading list to share with others.

SmartHub

Doug Levels Up - My Pregnancy and Loss Story

by Doug Butler
posted 6 months ago in boom! News · 5m read
Following 265 followers

Edit post
Alerts sent

Doug shares his story and how RG is levelling up on Fertility and Baby Loss Support for our people...

Hi Cat,

This month, we're going to be having a focus on our well-being and to begin I want to talk to you about something very different. This can be a difficult topic and some may find this story upsetting, however, I want you to know this is a message of support rather than one of sadness. With 1 in 4 pregnancies ending in pregnancy loss, this is something I want to talk about op... ...t I am...

post 128 ... 52 Views Next

Leadership Advocacy

RG, Employees and Menopause

We're proud to offer an environment where employees can bring their whole selves to work. We believe in enabling our people to Speak Up and our commitment to this is demonstrated in both our values and our culture. We're committed to supporting employees with what can be tough conversations. That's why we provide Menopause Support. Though progress has been made in many areas of wellbeing one in four menopausal women say they don't get support from their managers. Many menopausal women suffer in silence at work and we want to change that. Menopause is not an awkward or embarrassing topic to talk about. We want our people to feel empowered to have conversations about menopause, educated in how it impacts women & understand how RG supports anyone experiencing it.

What is Menopause?

The menopause is a natural part of ageing that usually occurs between 45 and 55 years of age, as a woman's oestrogen levels decline. Menopause occurs when a woman hasn't menstruated in 12 consecutive months and can no longer become pregnant naturally. Most women first begin developing menopause symptoms about four years before their last period. Symptoms often continue until about four years after a woman's last period.

A small number of women experience menopause symptoms for up to a decade before menopause actually occurs, and 1 in 10 women experience menopausal symptoms for 12 years following their last period.

Raising Awareness

We encourage open and honest conversations around menopause and how it impacts women at work. We do this through...

- Through discussions within both our Women's Network and Age Network.
- Recognition of World Menopause day in our calendar of events.
- Menopause being a named example for fl

Wellbeing Support

While our goal is to open up the conversation around menopause we recognise that this is a deeply personal experience. Any woman who is experiencing symptoms and adapting to this significant life event needs to have a private space which allows her to talk openly about her feelings and receive support which will proactively support her mental health.

We encourage use of our Personal Wellbeing Coach sessions for These sessions provide completely and there is no limit to the number of uest.

SmartHub

Employee Communications

Thank you for thinking about everything and everyone. God bless!

1 Love Reply 1 year ago

EAP Services

Access to a counsellor 24/7 with our EAP services

Treatments Available

Treatment options are available for troublesome symptoms

Menopause in the Workplace

Guidance from the British Menopause Society

More Tools

More information clarifying myths and misconceptions about menopause

Educating Managers

We support our managers and teams by connecting them with the right knowledge and skills t about menopause. All resources are readily available on boom! Managers Hub and fur information is available managers through our global EAP programme

Improving Accessibility

We strive to create a working environment that is accessible for menopausal

Complete Flexibility

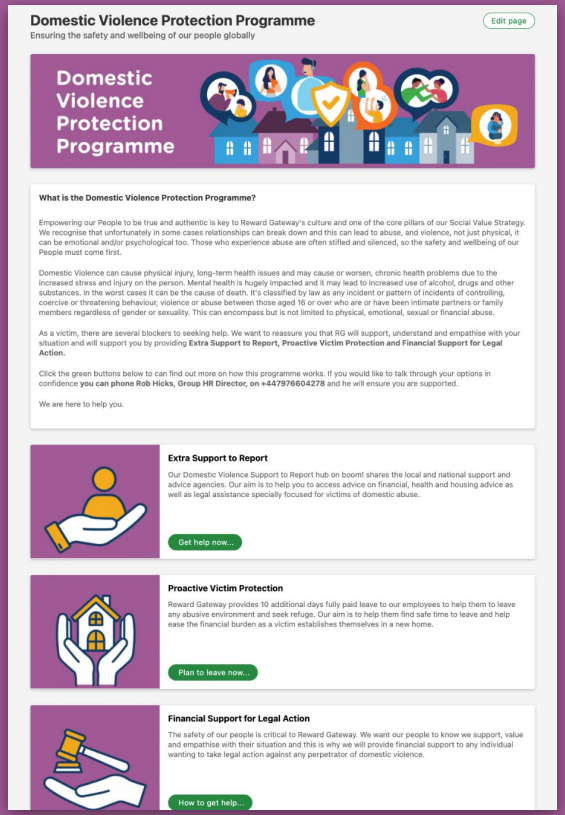
We offer complete flexibility to our menopausal women to help them manage their

We'd like you to Speak Up

If you've read this page and feel that there are further things we can do to help rt menopausal n at work we'd like to rom you.

e contact Catrin Lewis ck or Email and help Reward Gateway a place to work.

Benefit Combinations to Increase Support



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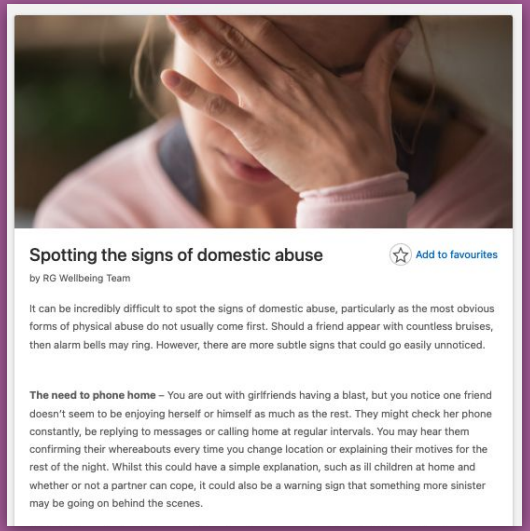
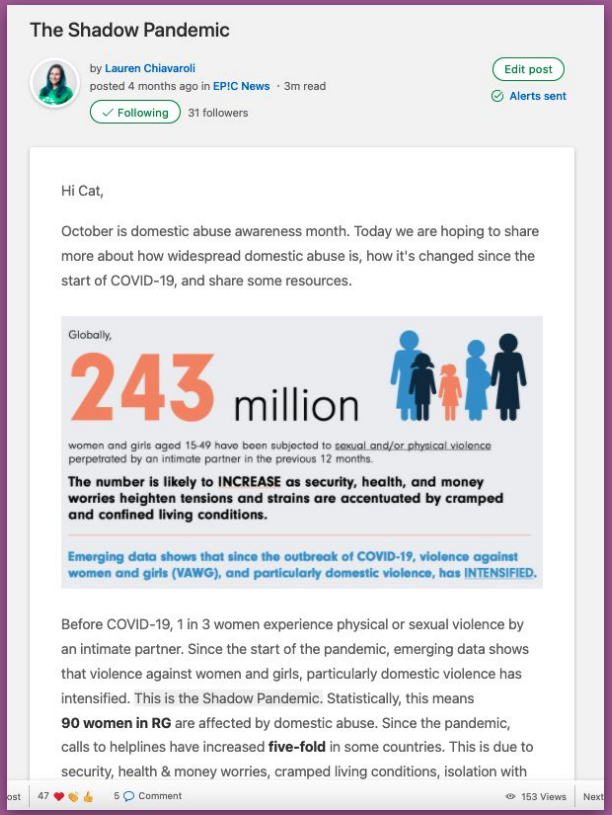


Wellbeing Centre

Social Media



Employee Network Groups

How to Repurpose and Reposition

01 Take stock of your existing benefits

02 Understand your employee needs

03 Choose 1-3 existing benefits that you can extend

04 Reposition them around what employees need most

Key takeaways

Understand your audience needs

Don't overcomplicate

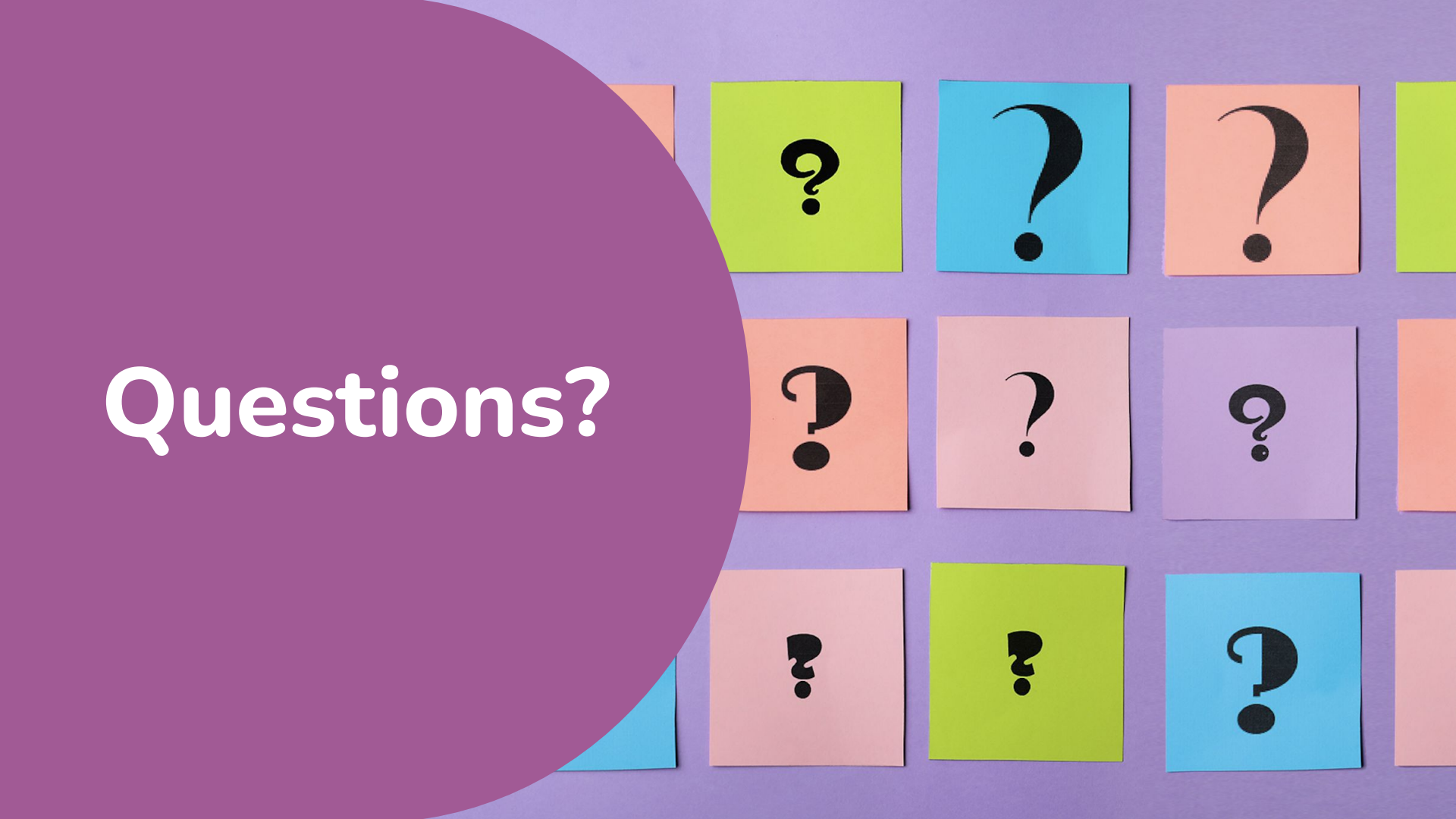
Mix up your mediums

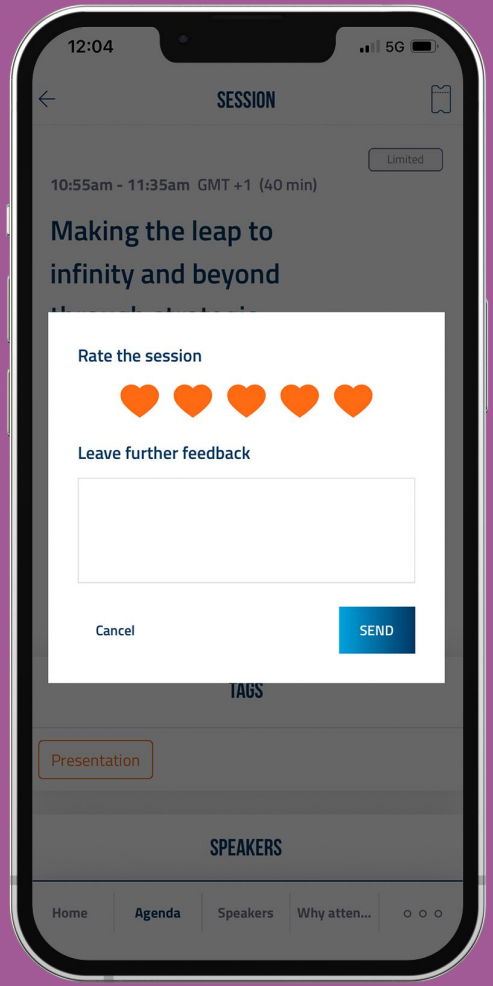
Extend the moment

Ask questions from your audience's perspective

Always be Repurposing and Repositioning!

Questions?

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Feedback

Got a question?

Cat Lewis

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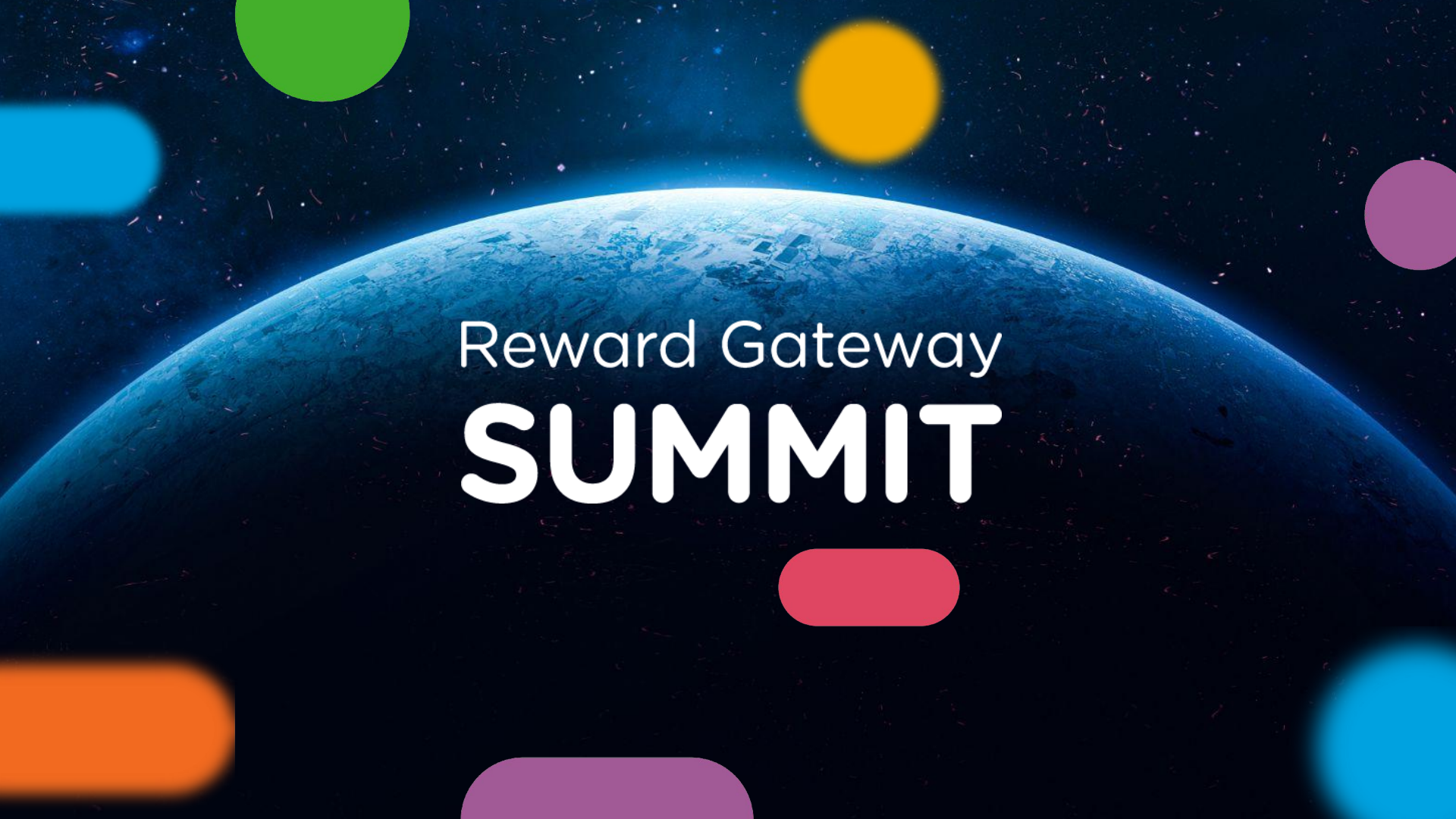
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