

HR BRIEF

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6 Open Enrollment Communication Tips



Effective communication is critical to educate and inform employees about new, returning or expanded benefits options. Consider these six open enrollment communication tips:

1. **Select a mix of appropriate channels.** For example, digital channels can help distribute and house information virtually. Alternatively, there's still a time and place for on-site meetings and mail-to-home print materials. Every workplace is different, so it comes down to selecting various channels that are relevant and engaging to each organization's specific employees.
2. **Keep it simple.** It's vital to simplify benefits information. Links or attachments could explore the benefits further and offer the fine print.
3. **Make it digestible.** Traditional benefits booklets can be lengthy; instead, employers could deliver bite-sized information to employees through methods such as videos and emails.
4. **Use real-world examples.** Employees can relate to stories, so find ways to bring the options to life.
5. **Avoid jargon.** To help make benefits easier to understand, avoid HR or benefits-related jargon. Additionally, many benefits are acronyms, so employers should help decode and explain the alphabet soup to employees.
6. **Personalize communication.** Depending on the workforce and their working environments, employers will likely need to segment their employee audience and tweak messaging so it resonates.

Employer Takeaway

Educating and informing employees about their benefits options is an important part of open enrollment. Effective employee communication may evolve, but it comes down to helping employees feel well-informed about their benefits options and confident about their choices.

Reach out to us for additional open enrollment support, including employee communication resources.

Overcoming Employee Pessimism

A workplace environment can be crucial in shaping employee productivity, retention and overall job satisfaction. While optimism among a workforce can help create a great workplace culture, pessimistic employees can quietly erode even the most well-intentioned work environments.

Common Reasons for Employee Pessimism

A pessimistic workplace occurs when negativity and expectations for poor outcomes are prevalent. Employees may focus on what could go wrong, feel that hard work won't have positive results, and have a general sense of despair and indifference. This mindset can have devastating impacts on an organization.

Some pessimism is natural in the workplace, but excessive negativity can build over time if employers aren't actively shaping their workplace culture. Some common reasons for employee pessimism include economic uncertainty, burnout, financial strain, lack of career advancement and concerns about organizational stability.

How to Overcome Employee Pessimism

Employers can find it challenging to change the culture even when they know the source of employee pessimism. The following strategies may be helpful to overcome employee pessimism:

- Understand the root cause of pessimism.
- Allow for open communication.
- Provide support and resources, such as mental health services, wellness programs and peer support networks.
- Focus on career development opportunities.
- Strengthen team connections.
- Reward positive attitudes and teamwork.

Employers can create opportunities to improve an organization's culture by observing and reacting to workplace attitudes. A positive work environment can help attract top talent, improve employee performance and increase retention.

Contact us for more resources.