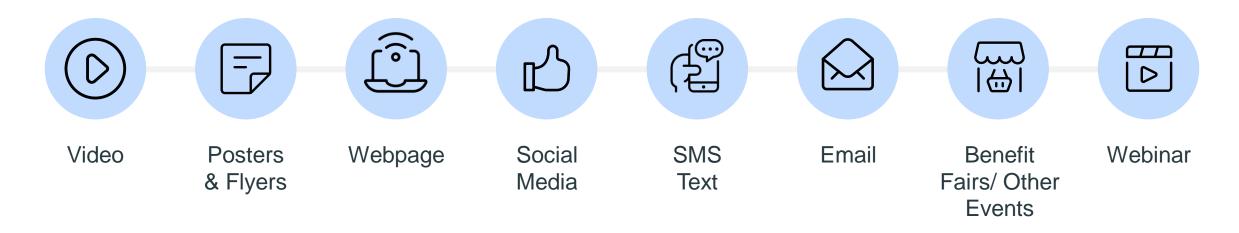


Determining the Right Approach

How do you determine the best communication tactics to use for your audience(s)?

Take an insightful approach with an Impact vs. Effort Matrix, an exercise that helps you compare tactics based on the level of effort or cost to its impact.

Use the template on the next slide to familiarize yourself with the matrix. Then, it's your turn to build your own.



Impact vs. **Effort Matrix**

Here is how you should approach each quadrant of the matrix:



High Impact/Low Effort

(Quick Wins)

Tactics that have a far-reaching impact with minimal effort.

Example: Sending a text message to all employees with OE dates



(Requires Planning & Budget)

Tactics that are higher effort on your part, but ultimately have far-reaching impact.

> **Example:** Hosting a Benefits Fair

Benefits Communication





Low Impact/High Effort

(Not Worth It)

Tactics that you don't see enough, if any, return on.

Example: Mailing packets to employees' homes



Low Impact/Low Effort

(Fill Ins)

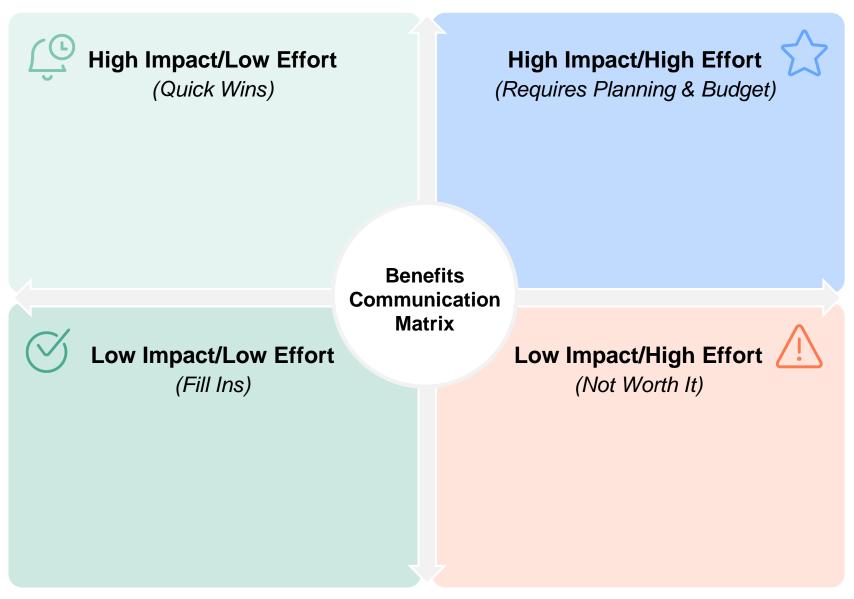
Tactics that are easy to execute on, but don't have as big of an impact.

Example: Posting flyers in the break room



Now it's your turn!

Map out the tactics you currently use on the matrix:



Open Enrollment Communication Timeline

Set deadlines for executing tactics by mapping them out in a timeline.

Depending on the size or variation of your audience and objectives, you could have multiple messages across your communications campaign. By outlining your communication tactics in a timeline, you have an organized set of deadlines with a plan of action for each message.

Find an example of an open enrollment communications campaign plan mapped out by three different audience segments on the next slide. Then, it's your turn!

Instructions: Think about your top three workforce segments. Then, based on the matrix you designed earlier, map out your communication tactics in the timeline for each audience by week leading up to, during and post-open enrollment.



Check out this guide to creating your timeline: <u>T-Minus Schedule for Open Enrollment</u>

Example: Open Enrollment Communication Timeline

	4 Weeks Before OE	3 Weeks Before OE	2 Weeks Before OE	1 Week Before OE	OE: Week 1	OE: Week 2	1 Week Post-OE
Segment 1 Millennials							
Segment 2 Baby Boomers							
Segment 3 Retail Associates							

Open Enrollment Communication Timeline

Top 3 Workforce Segments	4 Weeks Before OE	3 Weeks Before OE	2 Weeks Before OE	1 Week Before OE	OE: Week 1	OE: Week 2	1 Week Post-OE
Segment 1							
Segment 2							
Segment 3							