

Dea McKenzie, case study



Compensation Program Rollout

CHALLENGE: To successfully “manage the message” by communicating and promoting a new compensation program for U.S.–based employees, many of whom came together under one company as the result of mergers and acquisitions.

SOLUTION: A promotional campaign explaining how employees can have an impact on their own career and compensation growth. A video describing the pay program serves as a meeting–opener and as an individual orientation session for new hires; a folder containing a highlights brochure (English and Spanish versions) and job–specific career paths is provided at one–on–one manager/employee meetings; and posters reinforce the message and announce group meeting times.