



# ELEVATE YOUR STOCK PLAN PERFORMANCE

**5 SIMPLE COMMUNICATION TIPS TO INCREASE PARTICIPANT SATISFACTION**

Kyle Guiao | Director of Client Service

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# SPEAKER



## Kyle Guiao

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# LEARNING OBJECTIVES

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1

Define best practices for educating participants

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2

Identify ideas for working internally with other stakeholders

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3

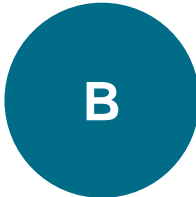
Review the optimal frequency and methods of communicating

# POLLING QUESTION #1

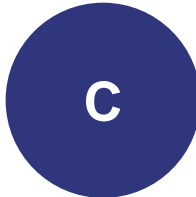
## Do you provide communication materials or info sessions for your participants?



Yes, we provide both



Yes, when participants receive an award or a grant



No, they have the plan document



I knew I forgot something

# BENEFITS OF EFFECTIVE COMMUNICATION

**Employee participation in ESPP plans for the majority of companies is below the 40% level**

(62% of companies reported participation rates of 40% or less)

- Jennifer Namazi, "Do ESPPs Generate Higher Levels of Participant Perceived Value?", <https://www.naspp.com>, April 25, 2019



Clarity



Education



Participation



Satisfaction

# WHAT TO COMMUNICATE



## Things that participants value:



New Awards



Plan Details



Upcoming Events



Reminders



# 5 STEPS TO COMMUNICATE

1

Make a communications plan

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2

Provide clear and meaningful communications

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3

Engage business stakeholders

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4

Add electronic communications

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5

Communicate often especially around important events



# MAKE A COMMUNICATIONS PLAN



## Types of typical communications

Education about the plan



## Stay on-message and keep it simple

Decide what's important

Audience familiarity with the content



## Determine how you will provide your communications

Consider budget constraints and company culture



## Create a communication calendar



## Use participant-friendly content

Videos



## Use different methods of communication

# PROVIDE CLEAR & MEANINGFUL COMMUNICATIONS



**Focus on program goals**  
Goals that motivate participants



**Focus on plan rules**  
Pick the meaningful rules



**Remind participants of upcoming events**  
Blackout windows, new grants, etc.



**Education for first-time participants**



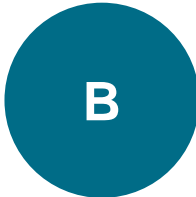
**Education for special events**  
New plan roll-out  
Corporate event

# POLLING QUESTION #2

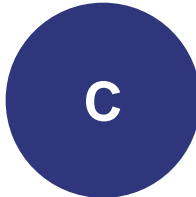
## Who do you partner with on communications to your participants?



Yes, my team sends all the communications



Yes, we work with other teams to send communications



Yes, our broker sends out communications



We don't have enough resources

# ENGAGE BUSINESS STAKEHOLDERS

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Share the message  
and the cost

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Prioritize, schedule, and  
coordinate appropriately

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Create a company  
communication calendar  
and plan altogether

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Legal and Marketing may have  
an opinion



Train-the-Trainer

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Review the tools available  
through external partners

- Recordkeeping system
  - Broker
- 



Outside help may be possible  
and within budget

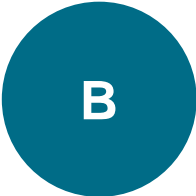
- Content curation and creation
-

# POLLING QUESTION #3

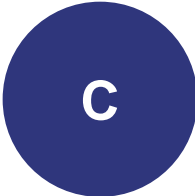
What is your primary method of communicating with participants?



We send paper mailings to them



Everything is on the website or sent via email



We have posters in the breakroom



A mix of the above



They have their plan documents

# ADD ELECTRONIC COMMUNICATIONS



Immediate access for participants



Multi-lingual opportunities



Lower cost



Faster delivery and easier revision



Available through existing vendors  
(i.e., recordkeeping system or broker)



Online Grant Acceptance

- Web-based award delivery and acceptance



Restricted Tax Election Polling

- Web-based tax election polling
- Participant reminders

# COMMUNICATE OFTEN



**Overall plan  
education sessions  
annually**



**New hire or first-  
time participant  
sessions**

Frequency of new  
award grants



**When events are  
happening**

Releases

New grants

ESPP enrollment



**Make  
communications  
easy to find or  
distribute**

Annual reminder

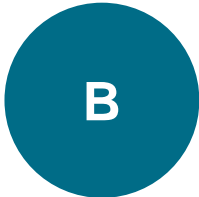
Copies of current  
communication

# POLLING QUESTION #4

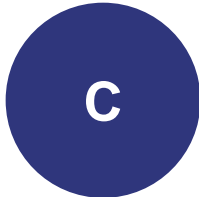
## How are participants notified of new awards?



Verbally via their manager



Stock plan admin notifies them



HR does that



An alert from a self-service tool



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QUESTIONS?



The logo for CERTENT, featuring the word "CERTENT" in a white, sans-serif font. Above the final "T" are three small, white, horizontal bars stacked vertically.

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**THANK YOU!**