

NO MEMBER LEFT BEHIND™



**HELPING EMPLOYERS LEVERAGE
THEIR PENSION AS A STRATEGIC LEVER
TO DRIVE EMPLOYEE ENGAGEMENT**

like minds

part of **INDEPENDENT GOVERNANCE GROUP**

**A *new* DAWN
FOR PENSION
COMMUNICATIONS...**

Enough is enough.

The unrelenting cost of living crisis combined with global economic uncertainty has changed how people feel about their financial futures.

And not for the better.

The rapid advancements in technology, **in particular AI**, has changed the communications expectations and habits of employees and pension scheme members.

A tick box exercise based on **compliance not engagement**, on scheme process not member outcomes, will not suffice.

Employees and pension scheme members are being left confused and this mis-trust is not good enough.

Employers and reward teams are missing the opportunity to **build meaningful connection** and achieve **better outcomes for all**.



**MEMBERS
HAVE SPOKEN.**

**EMPLOYERS AND
REWARD TEAMS
NEED TO LISTEN.**

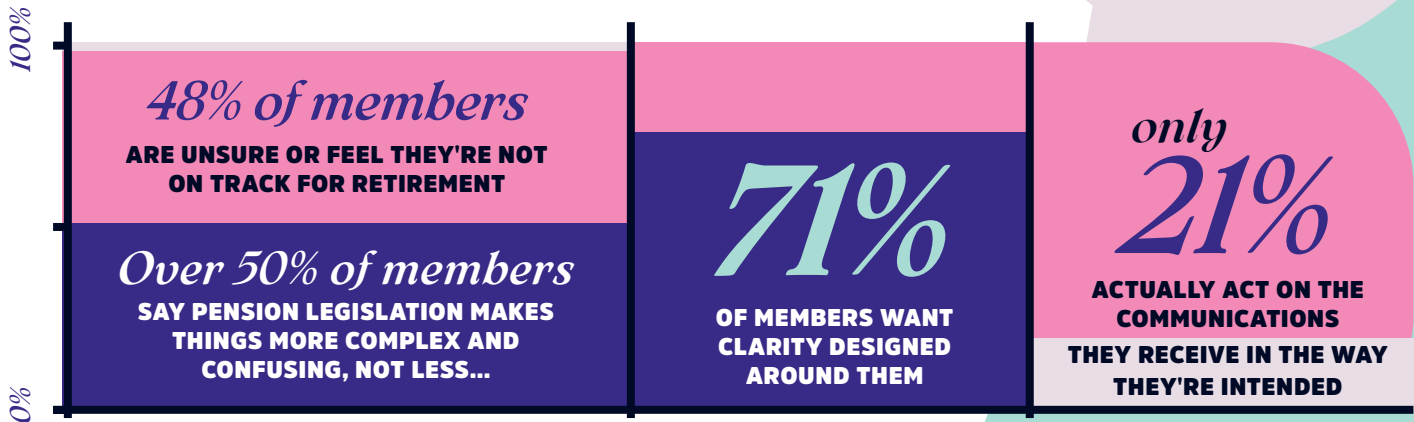
We commissioned independent research of 2000+ UK workplace pension scheme members

60%

OF MEMBERS WANT TO LEARN MORE ABOUT THEIR PENSIONS, WITH YOUNGER AUDIENCES LEADING THE CHARGE

42%

OF MEMBERS WOULD TURN TO THEIR EMPLOYER FIRST TO LEARN MORE ABOUT THEIR PENSION



DOWNLOAD THE FULL REPORT

reciprocity reciprocity reciprocity

YOUR PENSION SCHEME HAS THE POTENTIAL TO BE A STRATEGIC LEVER TO DRIVE EMPLOYEE ENGAGEMENT. HOWEVER, THERE WILL BE WINNERS AND LOSERS:



Those enlightened employers and reward teams who maximise the value of every pound they invest in the pension scheme and seize the opportunity to drive better outcomes for their members.

And those who either don't recognise the opportunity or worse, recognise it but don't act, and are left behind.



A win-win for... >>>>> >>>>

members

Employers who invest in member communications and create a reciprocally beneficial relationship:

- **Members** have clarity, make informed decisions, leading to improved outcomes and greater trust in the scheme and their employer.
- The **employer** benefits from higher employee engagement, reduced risk, retention of top talent and an enhanced reputation in an increasingly competitive and regulated market, realising the value of every pound they invest in the pension scheme.



Strong **member** engagement demonstrates that those running schemes are acting in members' best interests and evidences a commitment to value for members.

In an environment of scrutiny this can materially reduce regulatory and operational risk.

employers





A new approach that puts members at the heart of your communications and engagement.

We take the disciplines used in external communications and consumer engagement and apply them to member communications.

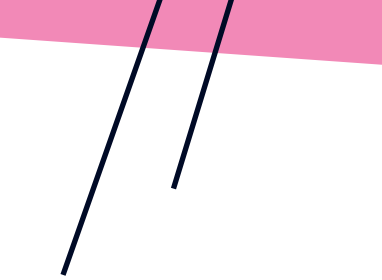
We've been doing this for many of the world's leading organisations for over 20 years - we know our approach works.

Purpose



**EVERYTHING WE DO AT LIKE MINDS
LADDERS UP TO THIS PURPOSE
AND PHILOSOPHY OF NO MEMBER
LEFT BEHIND™.**

Philosophy



*But what does this
mean — in — practice?*



7 steps to great outcomes for members and employers

1. WELL-FORMED OUTCOMES

- we start with the end in mind. What will amazing look like for members and for the company in 12 months' time?

2. RESEARCH AND INSIGHTS

- investing in the time to really understand your members' needs.

3. PERSONA DEVELOPMENT

- you will have a diverse range of members. One communication approach won't work for everyone.

4. BEHAVIOURAL SCIENCE

- the outcome we are looking for here is, ultimately, behaviour change. Having BeSci specialists in-house enables us to overcome the barriers to engagement across your membership.

5. CREATIVE THAT CUTS THROUGH

- we know we need to stand out to get noticed amidst a chaotic communication world. We need to make the complex clear.

We create content across multiple channels meeting members where they are and using language they understand.

6. LONG-TERM STRATEGIC APPROACH

- we get the best outcomes when we work in partnership. One and done won't get you where you want to go.

We plan everything to maximise every touchpoint as an opportunity for connection and engagement with members to build trust, confidence and action.

7. MEASUREMENT IS KING

- we measure as we go. Using quantitative and qualitative insights to understand what's landing and what may need dialling up or down to maximise impact and achieve the desired outcomes.

Case studies

*Showing the what
of the why and
how...*



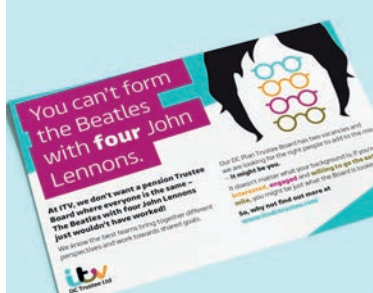
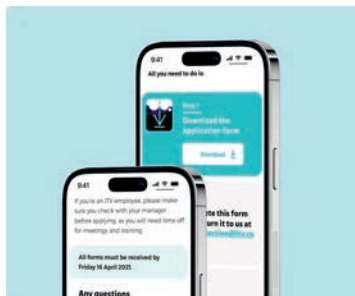
PUTTING PEOPLE CENTRE STAGE

Empowering people to join the ITV DC Trustee board, by celebrating the beauty in our differences.

Using pop culture references and bold illustrations to make an impact.

Simplifying the application process.

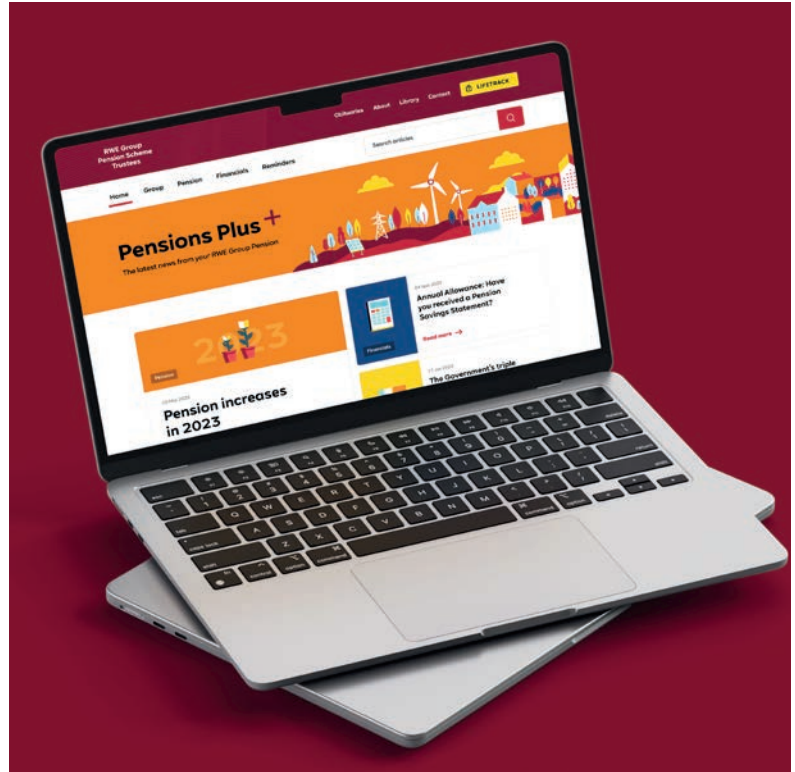
Meeting people where they are with a range of digital and paper based communications.



POWERING WHAT'S NEXT

Helping members to take charge of their pension, through improved understanding, recognition, and a seamless user experience.

Getting to know members and responding to their needs.

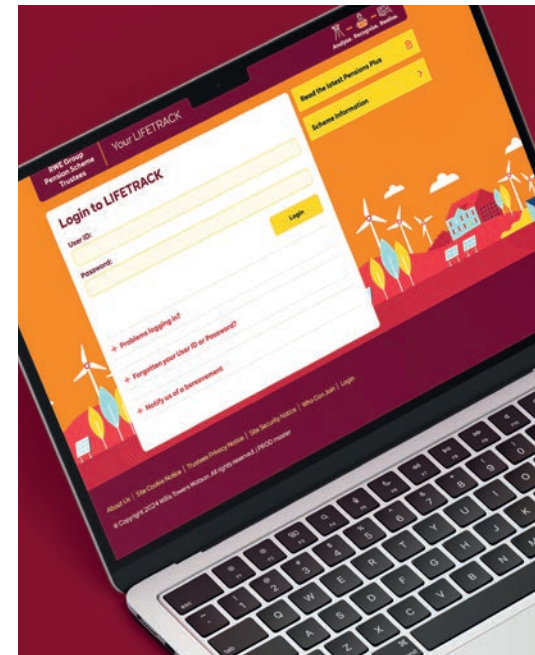
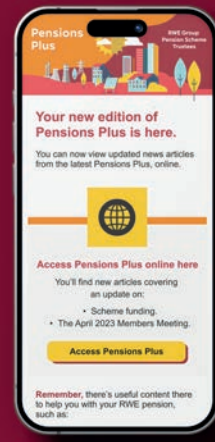


Developing a
recognisable brand
which connects past and
present.

Creating a **seamless
experience** with clear
actions.

Meeting members where
they are through print
and digital materials.

Monitoring engagement
to identify knowledge
gaps.



SOUNDTRACKING CHANGE

Engaging members with their Citi pension plan through an impactful brand and well-timed communication.

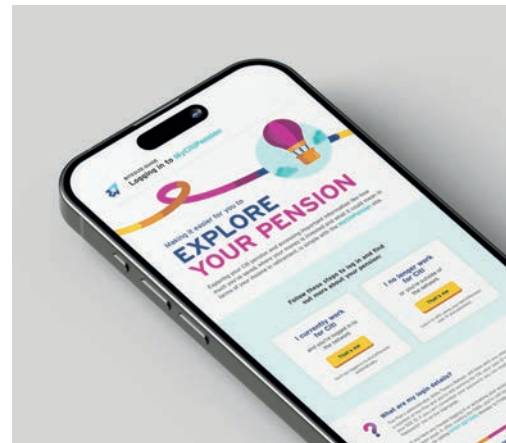
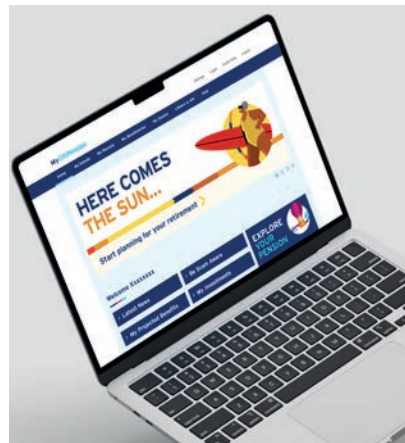
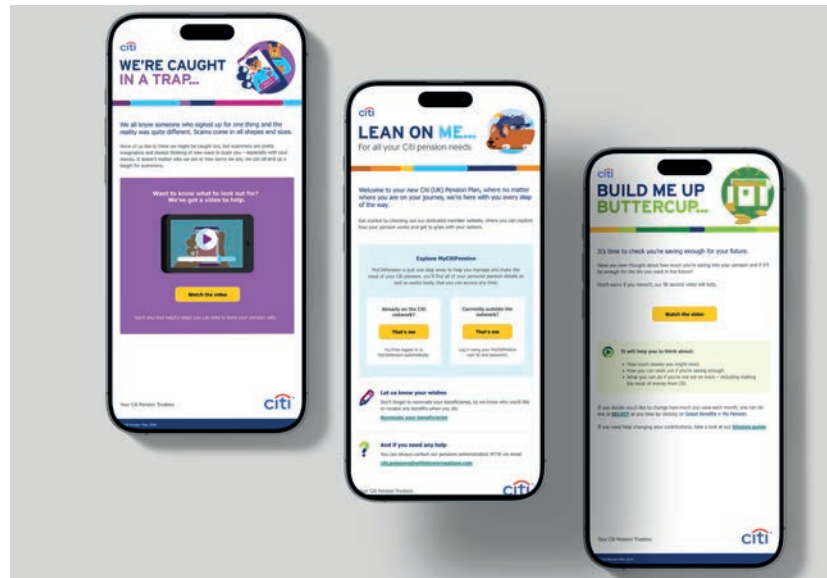
Developing a **clear and energetic brand**, with accessibility at its heart.



Bringing concepts to life
through illustrated portals.

Sharing a drumbeat
of communication to
boost engagement and
understanding.

Reflecting on the **impact
of our communications**
and refining our
approach.





Don't just take our word for it...

"The team have very much felt like an extension of our team throughout the design and build of our communications strategy and website.

They have been able to move at pace with us as things change and have been very adaptive when needed."

Major UK Retailer

"I feel that members are always at the forefront of the communications that like minds produce for us, and the team we work with is very flexible. In our meetings, they regularly bring ideas and insights based on their experience with other clients."

Global Beverage Company

"I've worked with other communications companies but haven't worked with better than like minds."

National Grocery Retailer



like minds
part of **INDEPENDENT GOVERNANCE GROUP**

Want to hear more?

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