

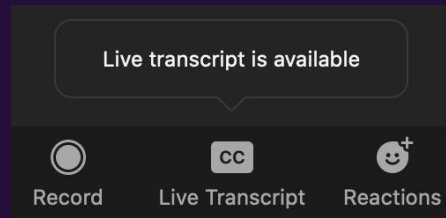


# Comms 101: Navigating Your Median Pay Gap in the Transparency Era

**We will begin shortly.**

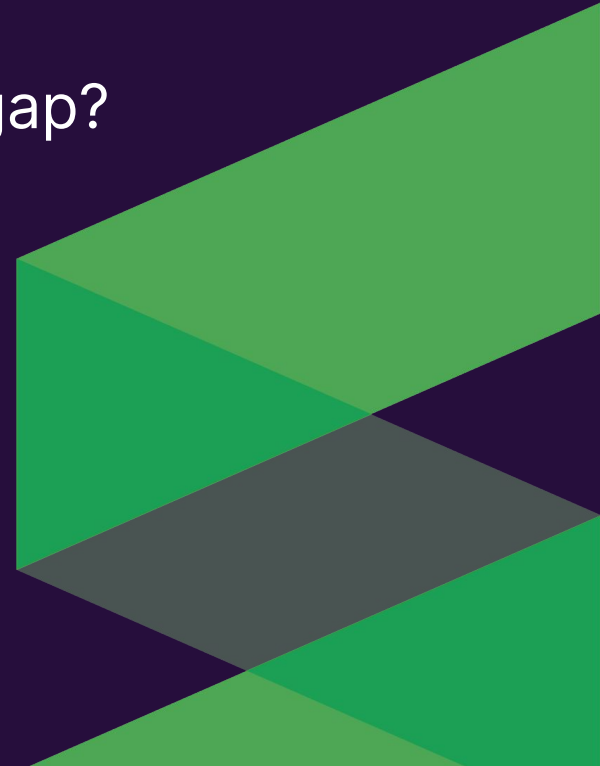
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## AGENDA

- 01 Intro & housekeeping
- 02 Why communicate about your pay gap?
- 03 5 tips for effective comms in the era of pay transparency
- 04 Q&A



## Speakers



**Maria Colacurcio**

Chief Executive Officer at  
Syndio



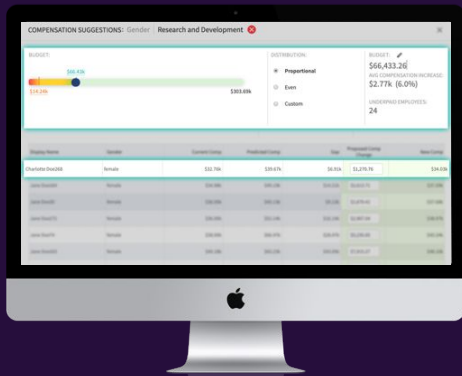
**Teresa Brewer**

Strategic Communications  
Consultant





Our mission is to build expert-backed technology that helps companies measure, achieve, and sustain workplace equity.



## Workplace Equity Platform

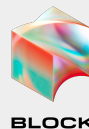
Enterprise platform to analyze, resolve, and prevent disparities in pay and opportunities



## Expert Support and Consulting

Legal best practices, statistics, reporting, and communications guidance and support

**200+ industry leaders trust Syndio**  
*including 30% of Fortune's Most Admired Companies*



NORDSTROM

# Pressure to disclose pay gap information is coming from every angle



**Employees**



**Global  
Legislators**



**Peer  
Companies**



**Securities &  
Exchanges  
Commission  
(SEC)**



**Investors**



**Consumers**



## Why communicate about your pay gap?

A Gartner study showed that if you don't have these conversations, your employees will assume your pay gap is **2-3 times worse** than it is.



**You don't have to be the highest paid company in your industry to get great people, but you do need to communicate your [pay] strategy.**



***Josh Bersin***  
*The Josh Bersin Company*



## Benefits of communicating your pay actions

- Boost investor perception
- Build a positive brand reputation
- Recruit and retain talent
- Improve perception of pay gap
- Maximize tenure, performance, and productivity





## Key to communication: Concrete action steps

- What is the framework for promotion?
- How are we making sure we're using analytics?
- Are we using software and analytics to keep tabs on how people are being promoted?
- Are we ensuring we're giving equitable opportunities to everyone?



# **5 tips for effective comms in the era of pay transparency**



# 5 tips for effective comms in the era of pay transparency

## 1

### Get the facts

- Recent pay transparency legislation
- Your organization's pay gap
- Ask questions



## 5 tips for effective comms in the era of pay transparency

# 2

## Prioritize internal comms

- Inclusion and belonging survey
- Communicate promotion criteria
- Support system for employees
- Listen to employees and ERGs



## 5 tips for effective comms in the era of pay transparency

### 3 Set the right tone

- **Coach your CEO/key stakeholders**
- **Always room for improvement**
- **Prepare for the tough questions**
- **Be transparent and humble**



## 5 tips for effective comms in the era of pay transparency

# 4

## Listen to understand, and validate

- Don't deliver message in a vacuum
- Create a safe place for employees
- Consider listening sessions/"Ask Me Anything"



## 5 tips for effective comms in the era of pay transparency

# 5

## Define next steps, then follow through

- Be as concrete as possible
- Commit to getting answers if not known
- Keep the conversation going



Q&A





# Don't miss our next webinar!

**The “S” in ESG: Why Investors Want You to Start Measuring How You Treat Your People**

Tuesday, August 9 | 9am PT / 12pm ET

**Register at [syndio.com/webinars](https://syndio.com/webinars)**





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