

Improving Organizational Performance Through Communication

Capabilities

Aon Consulting develops communication strategies designed to drive behaviors among employees and other targeted stakeholders that improve organizational performance. Our capabilities include:

Employment branding

Communication strategy

Organizational change

Market research

Benefits and enrollment

Consumer-driven health care

Retirement planning and investing

Compensation

Performance management

Personalized communication

Rapid changes in today's marketplace and in workforce demographics are putting increasing pressure on attracting, retaining, and engaging top talent. And yet, faced with rising health care costs and volatility in the financial markets, companies are finding it increasingly difficult to deliver key elements of an attractive employment package, such as competitive health care benefits and retirement programs that help people achieve their dreams of financial independence.

At the same time, demographic shifts are creating talent and leadership shortages throughout industry, increasing the urgency of engaging committed employees in their work. All of these challenges are magnified by the increasing complexity of reaching a multi-generational, multi-lingual workforce.

For these and other reasons, employers find that communication is a vital element of their organization imperative to attract and retain employees and build engagement. Unlike traditional communication programs, modern employee communication must be targeted, addressing the needs of individual audience segments, and overcome the barriers to reaching those groups. It must appeal to employees at an emotional level as well as a factual level.

AON CONSULTING DELIVERS VALUE

Given these challenges, Aon Consulting communication consultants use a proven strategic planning process designed to *engage, educate, and empower* targeted audiences to take the actions that will benefit them as individuals and improve productivity. Aon Consulting's communication strategies help companies:

- **Engage** employees and their families to become actively involved in health care buying decisions and in saving and investing for the future.
- **Transfer** knowledge to younger and high-potential employees, building a leadership pipeline.
- **Attract** and retain top talent in support of the organization's long-term needs.
- **Build** commitment among an increasingly diverse employee population.

When teamed with Aon Consulting's experts in health and benefits, retirement, talent management, and organizational performance, Aon Consulting communication consultants are uniquely qualified to design effective strategies to address any human resource need, from recruitment into retirement.

THE AON CONSULTING APPROACH

Aon Consulting communication consultants deliver a broad range of services using proven communication and change strategies to drive employee behaviors that support your business goals.

We have been recognized by our peers with more than 100 professional communication awards in 2007/08 for the business results we have helped our clients achieve.

Our communication services include:

- **Market research.** Assessing the concerns and needs of your employees through management/supervisor interviews, employee focus groups, and surveys.
- **Strategic planning.** Creating long-term communication strategies based on a careful evaluation of your organization's goals and climate.
- **Implementation.** Developing creatively designed, technically accurate, and customized communication materials to enhance the dialogue between you and your various employee audiences.
- **Project management.** Ensuring that your projects stay on schedule, within budget constraints, and up to our high quality standards.
- **Web solutions.** Using a variety of Web-based technology to deliver messages to an increasingly sophisticated and diverse employee base.

WIDE VARIETY OF SERVICES

Aon Consulting Worldwide is shaping the workplace of the future through benefits, talent management, and rewards strategies and solutions. We leverage our global network of offices, unmatched talent, innovation, thought leadership, and operational excellence to deliver distinctive value to our clients.

For more information
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