



THE ADECCO GROUP

# Communicating Legislative Changes

28<sup>th</sup> March 2017

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# Agenda

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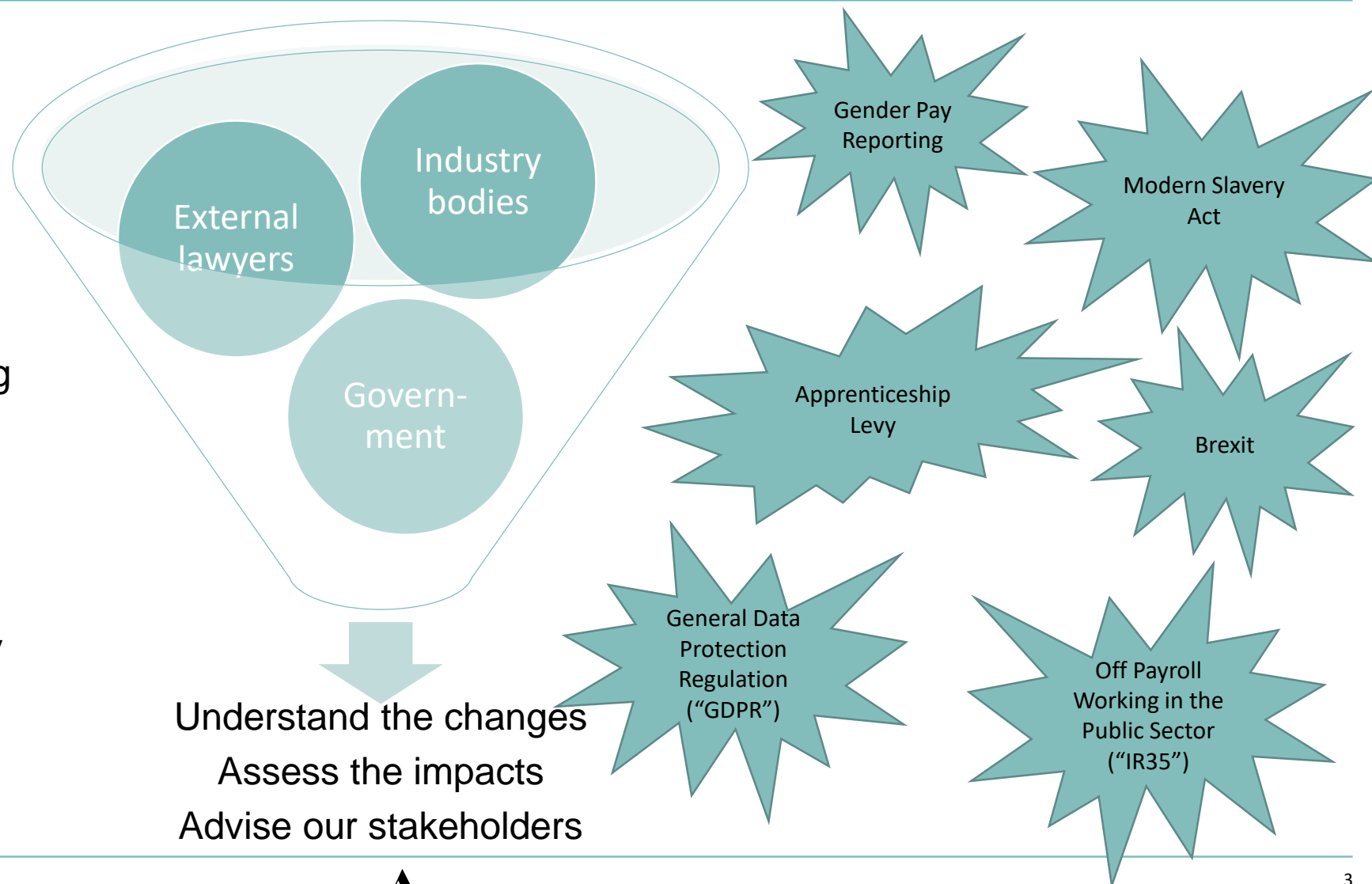
## Communicating legislative changes:

- Discovering what you need to know
- Sharing that awareness
- Embedding that knowledge in the business

Aim : to go further than being reactive legal experts and ensure that our stakeholders are informed in good time of the impacts and what they need to do

## What do you need to know?

- There are many sources of legal updates
- Our stakeholders are looking for more than mere 'edited highlights'
- They want to know the impacts on their business what they need to do and by when





# Sharing the information : Our approach is to take people on a journey, helping them change from limited or no awareness through to fully embedding

## Create Awareness

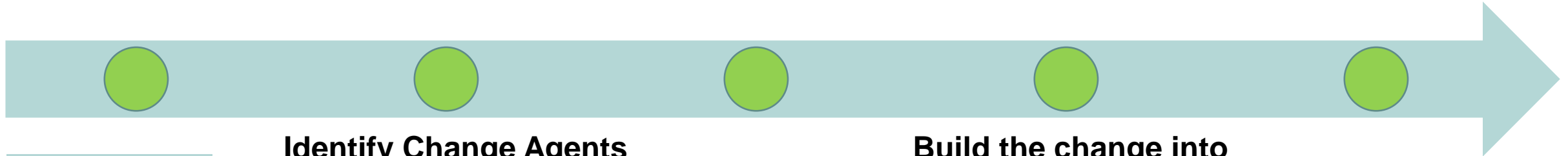
- Often we will start with an incomplete understanding
- Not all audiences will start at the same time

## Build knowledge

- Targeted messages to key groups as different people need different information
- Tell them why as well as what
- Keep the messages coming!

## Reinforce

- Put systems in place to check on compliance, inspect what you expect
- Recognise and celebrate the journey people have taken



Audience:

Consultants?  
Clients?  
Contractors?

## Identify Change Agents

- People want to hear from their own line managers / contacts
- Target those who will influence others
- Recognise that you are advisors, not project managers

## Build the change into business-as usual

- Make the legislation the 'new normal' by adapting (or replacing) existing procedures and systems
- Don't allow the option to ignore or backslide to old habits

# It is important to balance our inability to speak to everyone individually versus the need to ensure the right people get the right messages

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- Analyse the needs of key stakeholders and tailor messages:
  - 'Baseline' messages for everyone (e.g. FAQs, general updates, intranet, internet)
  - A collaborative effort (e.g. commercial, marketing etc) but legal advisors sign-off content
  - Town-hall / face-to-face meetings are a great way to learn how stakeholders see the matter
- Repeat and update messages throughout the lifecycle
  - Listen to feedback and respond to concerns
  - Where reinforcement is needed, messages are repeated and progress monitored
  - Where new information becomes available, supplemental updates are issued
  - Consistency of information is key
- Don't expect people to have read and understood the first time - ensure there is a 'multi-media' approach
- Be clear on what's in it for them and what they have to do – words are important



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Questions?