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Communicating Change in the Workplace

We hope you are having a nice winter. Here at Insurance Professionals of New England, Inc. we pride ourselves on providing value added service delivered with a social conscience. We wanted to mention a few highlights of an informative article and provide you with a link to the complete article. The article is from an insurance industry periodical called "Business Insurance" the article is entitled "Communicating changes requires delicate touch" and written by Louise Esola. A few excerpts from the informative article are:

Transparency is key when telling workers of benefits cuts. Transparency without spin, is the best practice for companies that are scaling back, experts say.

There is a trust factor that gets lost when employers leave their employees out of the loop on specifics, says Mr. Groh. "This is particularly sensitive now because people think they did nothing wrong and they think that it's the greed on Wall Street," he said. "You can see why employees can be angry and demoralized."

"The recession hits various industries at different times," Ms. Melton said. "That's why companies need to let people know the business consequence of inaction." For example, a company could be forced to lay off more workers or go out of business altogether if it keeps compensation and benefits the same, she said.

Below is a link to the "Business Insurance" website where you can read the complete article:

<http://www.businessinsurance.com/article/20090628/ISSUE03/306289984#>