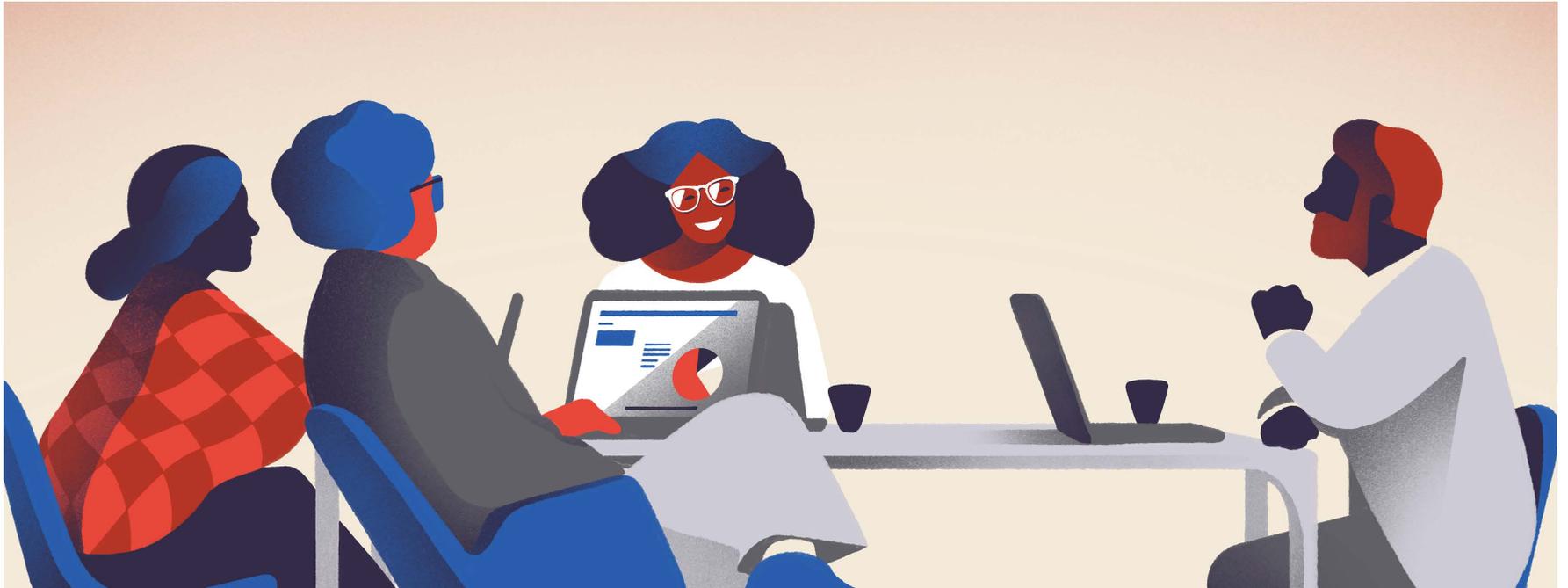


Closing the Wellbeing Communications Gap

Driving Employee
Engagement Through Clear,
Compelling Communications





Lack of Use is the Greatest Challenge to Effective Employee Benefits

Despite significant investment in wellbeing benefits, more than 85% of employees don't use them, resulting in \$8.8 trillion in global costs for employee disengagement.

The cost of wellbeing support is a fraction of these losses, meaning the real challenge isn't funding, it's activation.



EMPLOYER INVESTMENT

The diagram consists of three horizontal arrows pointing towards each other. On the left is a red arrow pointing right with the text 'EMPLOYER INVESTMENT'. In the center is a purple arrow pointing left with the text 'Effective communication is the critical missing link'. On the right is a blue arrow pointing left with the text 'EMPLOYEE ENGAGEMENT'.

Effective
communication
is the critical
missing link

EMPLOYEE ENGAGEMENT

A Clear Narrative About Wellbeing Drives Engagement

Most HR teams don't have the bandwidth to produce ongoing, tailored messaging needed to drive behavior change.

For more than 15 years, High Lantern Group has worked with world-leading organizations and non-profits to translate complex wellbeing and culture strategies into clear, empathetic communications your employees understand and act on.

From dense materials to informed engagement

We take delicate topics like mental health and financial education and distill them into approachable resources that employees access and use.

Expertise in every industry

We have decades of deep experience with dynamic, high-complexity industries including finance, retail, energy, hospitality, travel, professional/business services, philanthropy, manufacturing, technology, and health/healthcare.

Messaging for every misconception

We are experts in establishing, clarifying, and sharing messaging that addresses barriers, negative perceptions, and safety and privacy concerns.



Our Playbook for Wellbeing Communications

We work with clients to identify your opportunities for better communication that drives engagement.



Developing the right message

We craft authentic, inclusive, and actionable messages while mapping the full spectrum of communication, ensuring your messaging resonates and drives meaningful impact.



Deploying the right messenger

We leverage diverse voices and a multi-pronged approach that accounts for seniority, roles, and employee differences, creating a surround-sound of information that resonates across your organization.



Leveraging the right channels

Expand the access points to information by evaluating when and where employees are reached to find better in-roads for hard-to-access populations that may also be high-risk.

From Concept to Deployment in 90 Days

Your goal is to create communications for your wellbeing strategy that are authentic, inclusive, and actionable. We know how to craft tailored messages and touchpoints that resonate with diverse audiences across your organization, ensuring every employee feels seen, supported, and engaged.

MONTH 1	MONTH 2	MONTH 3
Interviews and Assessment	Framing and Plan Development	Deploying Messages Across the Organization
Conduct stakeholder interviews (HR, leadership, ERGs) to uncover opportunities, perceived barriers, and internal champions	Establish a curated messaging framework with templates for different employee statuses including salaried, hourly, remote, field, union and front-line	Develop messaging toolkit with talking points and scripts that reduce confusion for managers, so they feel confident discussing wellbeing support
Review existing programs and communications channels where your employees are seeking out information	Coordinate spokesperson training for ambassadors or small-group training to equip messengers with ready-to-use language and tools	Draft story or benefits overview
Share strategic brief with message priorities, tone, gaps, and opportunities with the HR and leadership team, including an initial set of recommended communications	Share recommendations for communications channels, including those that target hard-to-engage groups	Deliver final report with quick wins, metrics, and communications recommendations
		Debrief on next steps

Driving Real Impact Through Communications

When employees understand and trust wellbeing resources, everything changes: awareness grows, utilization rises, and confidence in workplace support strengthens.

FROM

Low Awareness

Without broad awareness, support and services can face skepticism or confusion, stalling interest.

Low Utilization

Employees may face barriers, may not see how offerings apply to them, or may not understand how to access benefits, and as a result benefits go underused.

Low Employee Satisfaction

Employees report confusion, stigma, or frustration related to benefits. They may feel unsupported or perceive their workplace as indifferent to their wellbeing.

TO

Wellbeing Matters

Employees are aware of a variety of support options and have a baseline knowledge of their purpose and how to access.

Informed Engagement

Employees not only know about services – they use them. Communications clarify how programs can help real-life situations, normalize usage, and build trust in confidentiality and leadership support.

High Confidence and Connection

Employees feel their wellbeing is taken seriously. They report positive experiences, improved access, and a sense that their employer genuinely supports them.

Better Wellbeing Communications = Better Business

Employees who feel supported thrive, and so do the companies they work for. Let's work together to create clear, consistent communications that will build trust, reduce stress, and foster purpose, leading to stronger engagement and retention.

