LCP powering possibility

Where do members go for support?

Tik Tok comes to pensions.

David Millar, LCP

DC and Financial Wellbeing Conference 2023

Where do employees go for support?

Q. If employees are worried or concerned about something, where would they go for support?

	Employee view	Employer view
Partner or family member	28%	43%
Friend or colleague	20%	50%
Specialist adviser e.g. bank or debt support	13%	23%
Online chatroom, website or search engine	10%	20%
Manager or team leader	10%	58%
Company's HR team	8%	38%
Sorted problem on own	8%	3%

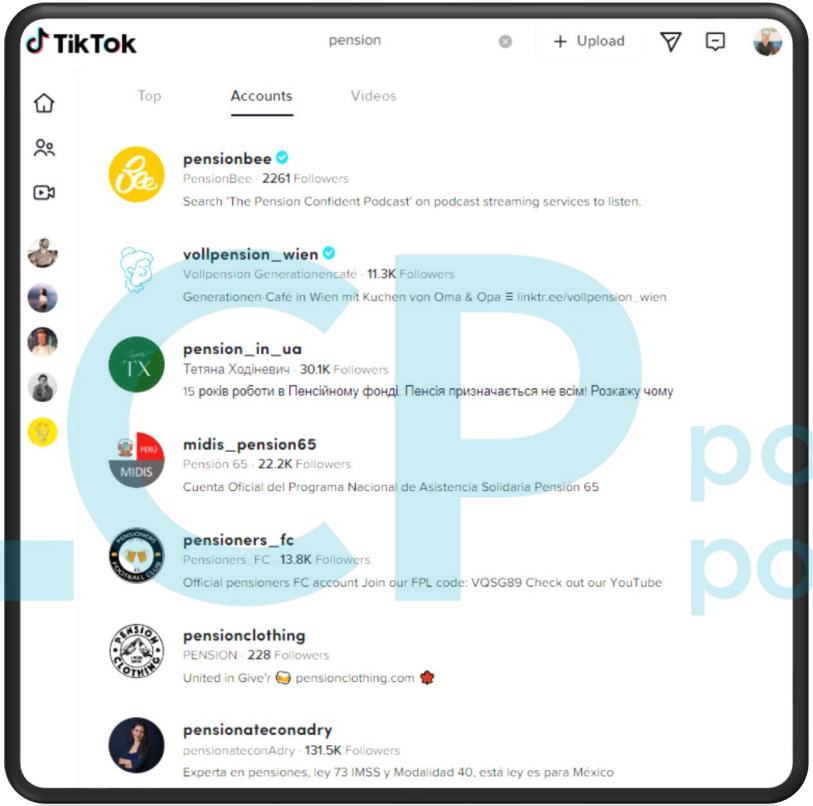
48% of employees are lucky enough to have a family member or friend who is a professional financial adviser

10% of people admit to using various online sources for help

LCP powering possibility

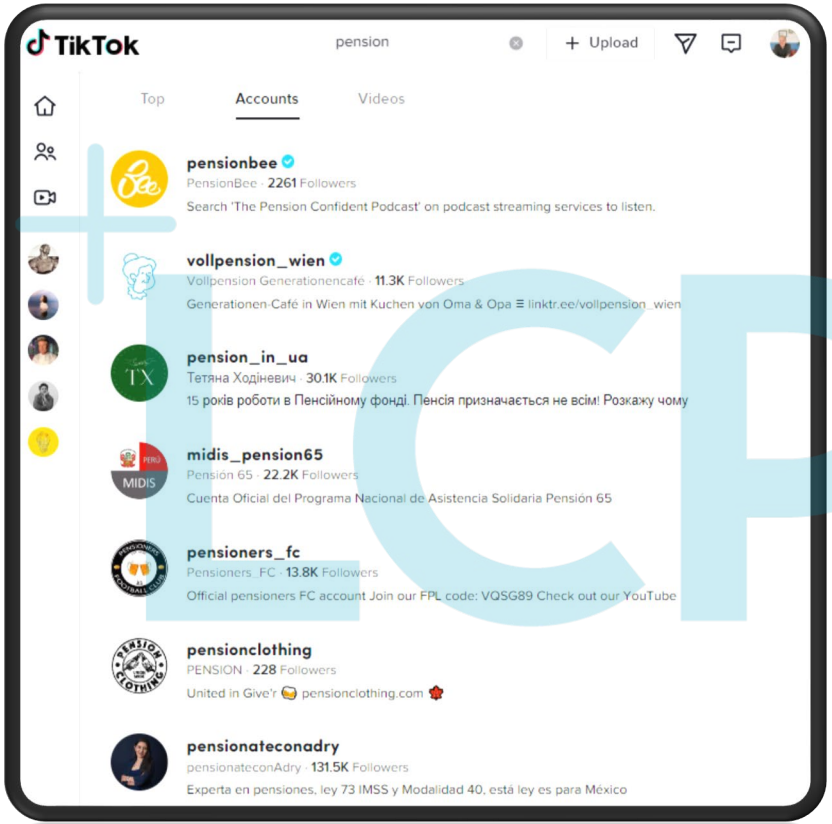
Where do employees go for support?

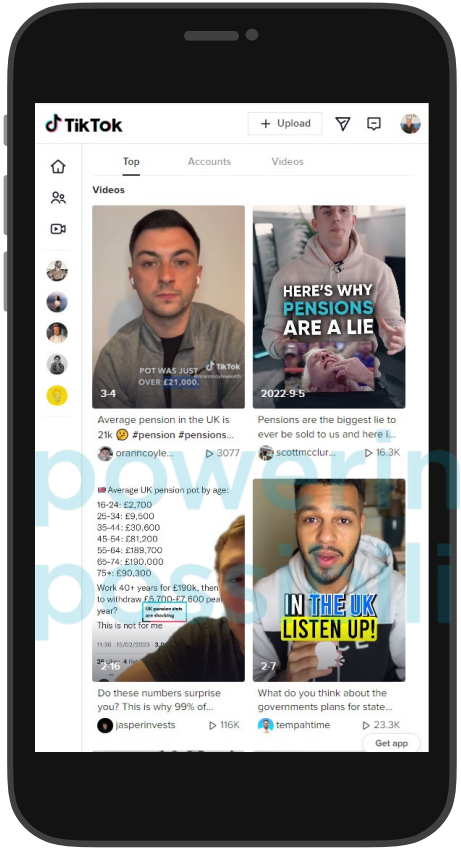
Where do employees go for support?



LCP powering possibility

Where do employees go for support?

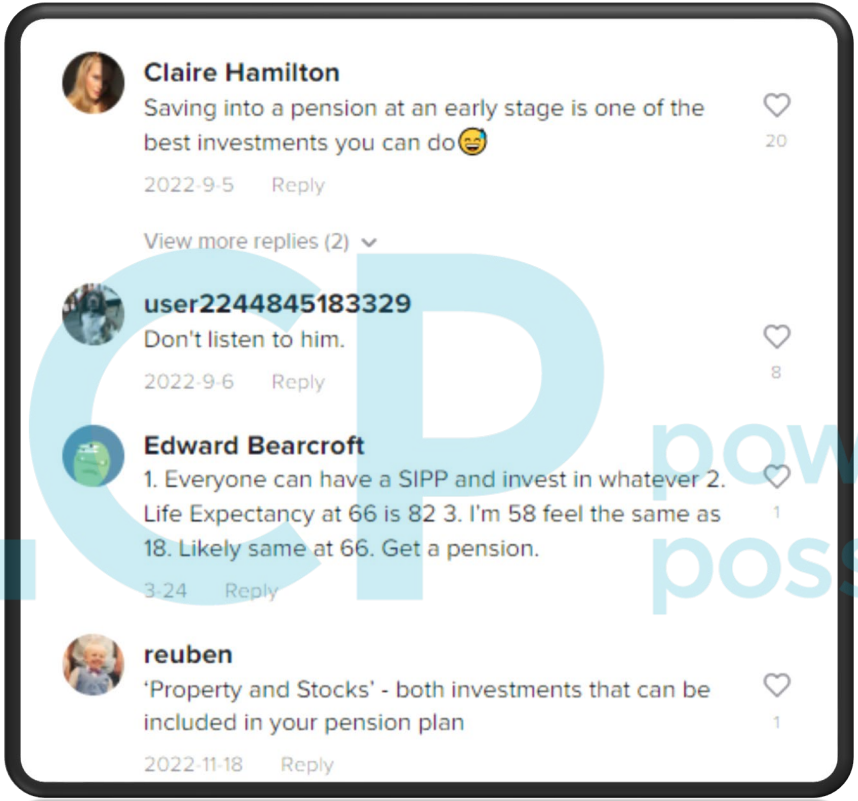




Where do employees go for support?

powering
possibility

Where do employees go for support?



LCP powering possibility

Prepare for the storm when the sun is shining

DAILY EXPRESS

UNITED WITH THE PEOPLE OF UKRAINE

express.co.uk THURSDAY, SEPTEMBER 29, 2022 £1.00 (88p to subscribers)

£10 OFF AT Iceland | the food WAREHOUSE

WHEN YOU SPEND £50 IN STORE

SEE PAGE 22

'Historic moment'

Alzheimer's drug slows decline of patients by quarter

SEE PAGES 8 & 9

No U-turn...PM and Chancellor backing tax-cutting budget as the 'right plan'

BANK'S £65BN TO PROTECT PENSIONS IN DAY OF TURMOIL

UNDER PRESSURE: Chancellor Kwasi Kwarteng

By Martyn Brown Deputy Political Editor

LIZ Truss's tax cuts are the right plan for economic growth despite the turmoil in markets, ministers insist.

In another extraordinary day, the Bank of England stepped in with a £65billion debt buy-up to save pension funds threatened by soaring interest rates.

The pensions watchdog pressed the Bank by issuing "urgently" worded letters to pension fund boss within hours of collapse.

With pressure mounting on Kwasi Kwarteng, City chief Andrew Griffith said the Chancellor's mini-budget was the right

TURN TO PAGE 2

THE TIMES

Thursday September 29 2022 | thetimes.co.uk | No 73901

£2.50 £1.70 to subscribers

Tech's woman problem

Why it's still such a bros' club

INSIDE TIMES 2

Deborah Ross

I want to look as sexy as a dead salmon

Bank spends £65bn to avert pensions collapse

● Warning of 'material risk' to financial stability ● Truss rejects Tory calls to sack Kwarteng

Briton found hanged 'was tortured by Qatar police'

Sean O'Neill

Kwarteng tried to persuade story-laced investment bankers that his tax-cutting approach would boost the economy during talks at the Treasury yesterday

Steven Swinford Political Editor
Alex Wright, Patrick Hosking

IN THE NEWS

Lawrence killer's calls

National rail strike

Alzheimer's hope

Sabotage warning

England fall short

+ ering
bility

If you aren’t communicating someone else is

powering possibility

Set a communications strategy

1. Know your message and your audience

2. Use a mix of media and channels

3. Review, improve, and repeat

powering possibility

The biggest myth in pensions

Pensions are dull

Birdwatching. Gardening. **Knitting.** Solving Rubik's Cubes. **Watching TV.** Bowls. **Ballroom dancing.** Cooking. **Gaming.** History. **Restoration.** Tracing ancestry. **Rambling.** Antiques. **Farming.** Baking. **Pottery.** Angling. **Chess.**

powering possibility

powering possibility

There’s no such thing as a dull subject - only dull content

powering possibility

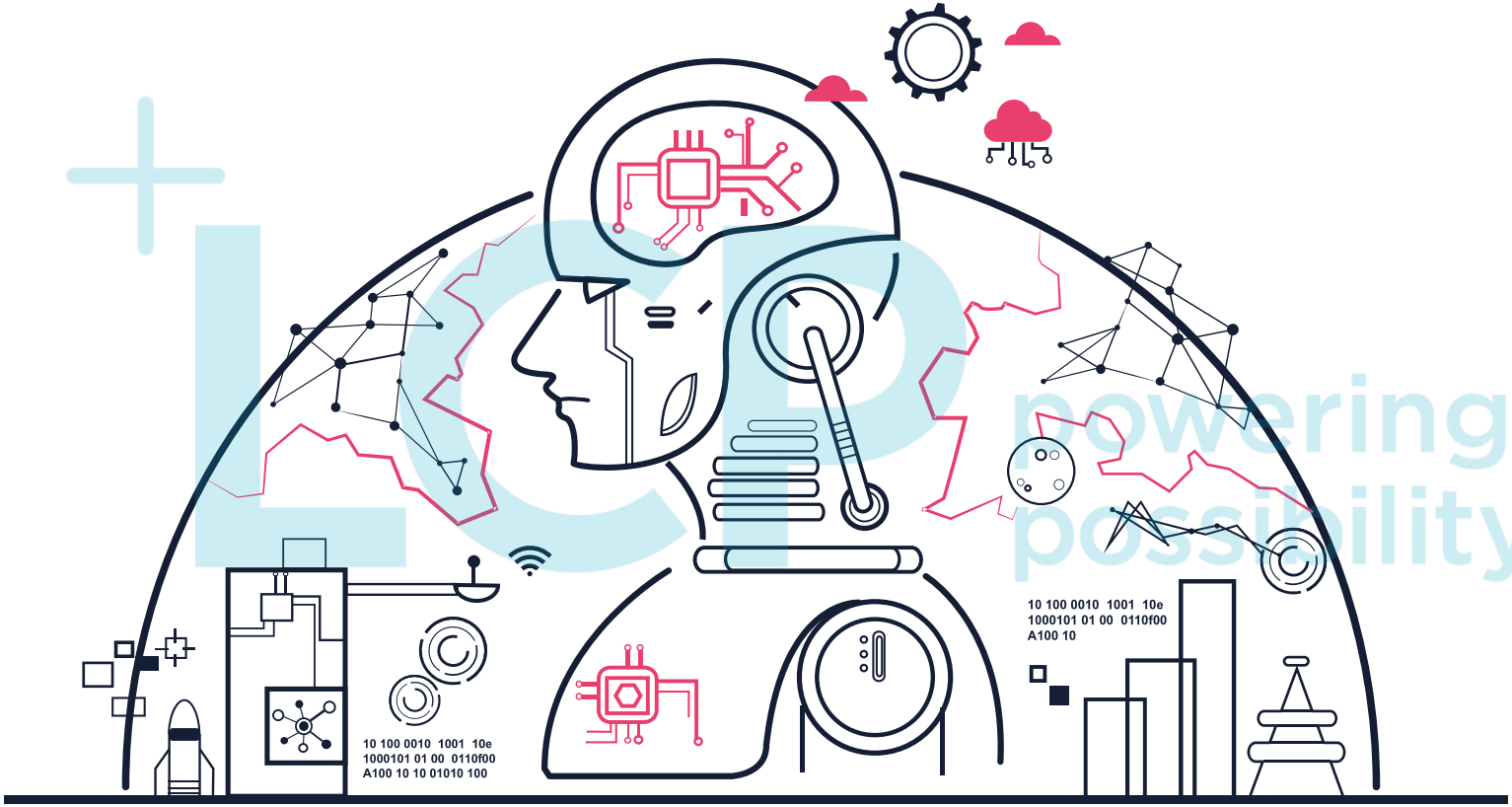
Where will employees go for support?

Q. If employees are worried or concerned about something, where would they go for support?

	Employee view	Employer view
Partner or family member	28%	43%
Friend or colleague	20%	50%
Specialist adviser e.g. bank or debt support	13%	23%
Online chatroom, website or search engine	10%	20%
Manager or team leader	10%	58%
Company's HR team	8%	38%
Sorted problem on own	8%	3%

LCP powering possibility

Where will employees go for support?



Key takeaways

- Set a strategy when it’s calm, don’t wait for the storm
- Make your content interesting for your audience
- Understand how your message will be understood

LCP powering possibility