

WINNER other

Toronto Stock Exchange

If size is an indication of effort, the Toronto Stock Exchange (TSE) was a natural for this category. The company's submission to the Third Annual Communications Awards arrived in a large box, and it didn't disappoint.

What makes the entry truly impressive, however, isn't its size or sheer weight, but the fact this thorough initiative is only an interim solution to the TSE's orientation package for new employees.

The long-term intent of the nation's senior equities exchange is to eventually move its human resources (HR) communications online. But that goal is still two years down the road.

At the same time the company was preparing for this initiative it was grappling with the fact its employee orientation program was not effective. Enrolment information made its way to employees via manila envelopes, with little overall organization or control.

To plug the gap until the online strategy is implemented, the TSE brought in Toronto-based Krieger & Associates to establish a low-tech solution. The result is a well-designed, glossy communications package that links seamlessly to the rest of the TSE's benefits strategy.

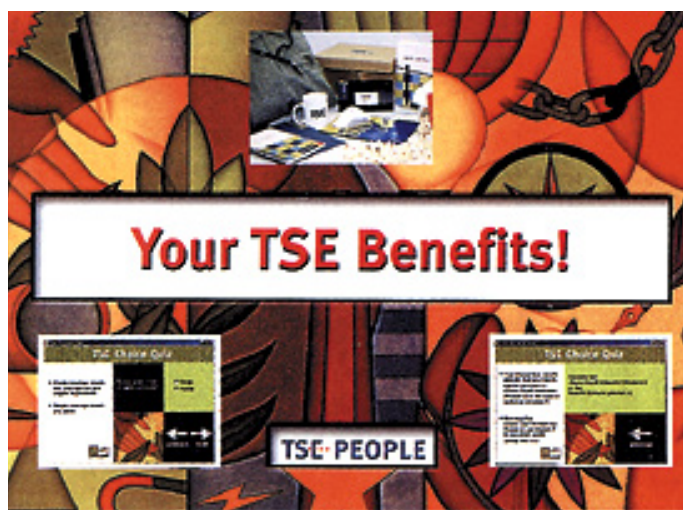
The TSE's business plan states that the purpose of the benefits plan is to be simple, and to explain and promote employee understanding of benefits in a manner that encourages personal responsibility. According to Karen Black, communications team lead-

er at Krieger & Associates, the TSE also wanted to make a good first impression on new employees.

The new orientation program accomplishes this goal and more.

The first day on the job, new employees arrive at their workstations to find

A quiz, developed from the decision-making tree behind the benefits plan in the printed materials, helps lead new employees to the most appropriate benefits module for their needs. There is also a folder employees can take away to address questions they may have after the ses-



Day One in a Box, a collection of welcoming gifts and vital information about the company.

The package includes a checklist of things employees are asked to do by the end of the first day, week and month.

The package also contains maps, organization charts, a benefits and pension booklet, a TSE T-shirt, coffee mug and mouse pad. There's even a bag of popcorn to go with the *TSE People* video.

The second day on the job, an HR representative leads new employees through the benefits enrolment process. To facilitate this important step, Krieger & Associates designed a binder that turns into a flip chart which guides employees step-by-step through the process.

sion with HR.

"We took the envelope that all the [benefits] pieces had been dumped into and organized it by what they had to do," says Black. "We also tried to streamline the process. A lot of these pieces were in different places. A lot of the messages people were getting about their benefits varied quite a bit because there was never anything in one place."

It was also important to the TSE that its communications program be portable. "If there is some change and you have new people in HR sitting down and doing orientation, anyone can do it [with this program]. It's not reliant on a specific person," explains David Krieger, president of Krieger & Associates.

— Jeff Sanford

Fine Points

Impetus: To implement an interim employee orientation program until the communications program can be put online.

Challenge: Collecting and collating various benefits communication materials into an easy-to-use and portable product.

Outcome: Their first day on the job, employees now have an informative and entertaining package that teaches them what they need to do to enrol in the benefits program.

Cost: Less than \$25,000.

Judge Says: "Excellent example of a thoughtful approach to employee information needs. Any employee would be impressed with this package."