

10 Communication Tips for Employees with **SHORT ATTENTION SPANS**

DID YOU KNOW?

Human attention spans are now shorter than those of goldfish.¹

How much communication is too much?

An effective employee benefits communication strategy strikes the right balance between providing ample information and keeping employees engaged. Some questions to consider:

Do my employees want short presentations or longer ones?

Would engagement increase if my emails were lengthy or brief?

What does this mean for my benefits decision support technology?

How should you adapt your employee benefits communication strategy?

Just because your employees have shorter attention spans doesn't mean you need to decrease your educational efforts. With the right employee benefits communication strategy, you'll adapt to your employees' needs while providing solid information. The key is creativity.

HOW TO GRAB YOUR EMPLOYEES' ATTENTION:

-  Break up lengthy emails into a mini email series.
-  Provide written copy for those who are not fans of videos.
-  Share information in 8 seconds or less.
-  Don't beat around the bush, get to the point.
-  Eliminate jargon.
-  Use interesting examples to make it memorable.
-  Use images (infographics, charts, diagrams, etc.)
-  Switch to intuitive, easy-to-use benefits decision support software.
-  Use visual cues as important reminders.
-  Consider offering fun in-person or virtual sessions, such as benefit fairs with prizes or giveaways.

Need a little benefits communication help?

For more guidance see [How to Create an Employee Benefits Communication Strategy for Short Attention Spans](#).

Tango Health can also help you create a benefits communication strategy with benefits decision support software at the core. [Contact us](#) to learn more.



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