

# Covid-19 support for employers

An unprecedented challenge is now facing many UK employers and employees alike. Financial worries are ever increasing for members of staff who have been made redundant or placed on furlough.

Be seen as an employer of choice by supporting those members of staff through this challenging period.

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Covid 19 presents a threat to all aspects of our lives and none more so than our finances.

With many employees being placed on furlough or being made redundant, employers have a duty of care to provide additional financial advice & support to those affected by the change.

**DAVID PUGH**  
MANAGING PARTNER LEMONADE REWARD

# About Us

At Lemonade Reward, we take a fresh approach to pensions, benefits and employee wellbeing.

We help HR Directors, Pension Managers and Trustees simplify the complex to engage their people through simplicity. Our proposition is built around our unique financial advisory capabilities and communication skills.

David Pugh, Managing Partner, set up Lemonade in 2013 after founding what became the largest IFA in the UK. The five partners at Lemonade have worked together for 18 years.

Some of our clients:



Based on 68 reviews

# How can we help support you?

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Many employers are rightfully taking advantage of placing members of staff on furlough leave to safeguard their business during this rocky time.

With all the uncertainty swirling around Covid 19, it is vitally important to support those members of staff in order to not lose any good will when they eventually return to work.

Redundancies are also high priority for some businesses and we see many employers wanting to support their long term workers through this process.

We can help explain the financial impact in both of these cases.

Simply placing employees on furlough will feel like the rug is being pulled out from under them.

# Our solutions



## Communication

- Communications campaigns to staff members



## Advice

- Online 1-1 advice sessions
- Online webinars

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It's no doubt that being placed on furlough will knock the confidence of any employee. A bi-product of offering financial support and advice to those employees is the emotional "arm around the shoulder" and a feeling of connection and value to the company which will be needed upon their return.

Communication

# Communication campaigns

A well structured communication campaign will not only inform your employees about the situation, but also signpost them to useful information.

We have the ability to deliver targeted communications through email, videos, SMS, print and much more.

A layering communication technique will ensure your audience fully digests the information available -

- Level 1** - Inform employees about the situation
- Level 2** - How this impacts them individually
- Level 3** - Where to find help





Advice

# Qualified financial advice

Give your valued employees' the peace of mind by allowing them to speak with an adviser either through a 1-1 session or as part of a webinar.

Our Qualified FCA regulated advisers are ready to run employee presentations, 1-1 meetings or conference calls to put your employees worries at ease.

We will work with your team to identify the key messages and options available. We will bring these to life in a creative presentation to help staff through this difficult period.

**Presentation Capacity**

At this moment in time, we can deliver sessions online with an unlimited capacity, allowing for audience participation - they just need a laptop/phone/tablet.

**Presentation Creation**

The online seminars will be completely bespoke to your brand and the changes you are going through.

**One - One Meetings**

If you feel your employees would prefer an individual conversation, then we can facilitate this. The meetings can be anything from 15 minutes up to an hour, allowing employees to speak about their individual circumstances.



Based on 68 reviews

**Fantastic pension guidance and support**

The Lemonade team were outstanding explaining the intricacies of smart planning to meet my needs. Approachable, friendly and always on hand to answer on-going questions and provide adhoc advice above and beyond the day-to-day. In short, great service and support.

- Jan 2020

### Supporting the employer

# Management information

We will design the presentations with the view to gathering as much analytics/feedback as possible. We do this using a piece of software that allows us to ask the audience questions and gather feedback during the sessions - this also helps keep the audience engaged.

We will keep you informed throughout the project with bi-weekly catch up calls with your **dedicated account manager**.

At the end of the project we will provide you with key management information to assess how successful the project has been.

### Feeding back the results

As part of your engagement with Lemonade, we will compile all of this valuable data and create an insight document you can refer back to.

### Next steps

# It can be overwhelming... here's how to get help.

Lemonade Reward is an employee benefits consultancy specialising in delivering financial wellbeing in the workplace using refreshing, engaging techniques. Our Money Mentors are set up to help HR executives formulate a plan that works for your company.

You can chat with us and get any financial wellbeing advice you need by giving David a call:



**DAVID PUGH**

MANAGING PARTNER

#concepting #strategy #technical  
#clientrelationship

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