



Is the pensions message **getting through?**

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WARNING

**THESE ARE THE VIEWS
OF PEOPLE TAKING PART
IN THE SURVEY**



No such thing as reality...
only perceived reality



20-40 years



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Does your employer
provide a pension scheme
and are you in it?
If not, why not?



Does your employer
provide a pension scheme
and are you in it?
If not, why not?



“pensions”

is under **P** in the handbook,
and if you want to know more
ask HR in a year's time



“H&S

They do not tell us about pensions –
they put more **emphasis on H&S**”



“disservice

Companies are doing us a **disservice**
by **not explaining** the pension scheme”

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There are plenty **more**
where those came from...





70.64%

of staff do not
understand the
full extent of
their rewards

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largest overhead for most companies

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Chance to
**“enjoy
life”**

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“chance
Doing things you never
got the **chance** to do”

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Lots of
**“free
time”**

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“Buy a
**fast
car**”

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Get a “second home”

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Have an
**“easy
life”**

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“see the
world”

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Freedom



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Sunshine

No debts

Kids having holidays with us

Travelling

Lots of football
and boxing



Unknown

Not very appealing

Thing of the past

I would like to know more

I've heard a lot of horror stories



“

You could spend your working life **squirreling cash away** and some jerks at the bank could reduce it to nothing, leaving you with just a state pension. So why not spend it on **pleasurable pursuits** now?

”



Responsible
Old age Will I be able to take full advantage of it?
Is it safe? **A mystery** Corrupt banks
Boring Not stable **Risky Retirement**
Unknown What if I die? **Confusing** Bad
Poor return Future **Can't afford it** Golden handshake **Unfair**
Not worth it **Tax**



A grey product for grey people

“grey”

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“4”

The union told us our **life expectancy**
is **four years** after retirement



“ 7 ”
Retirement is based
on living for **seven years**



“ I don't know many people
who **retire successfully**,
They retire, get sick and die ”



I'm
“too
young”
to be thinking
about this

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“ Not something I have
to **worry about** yet
worry ”



“clueless

I’m clueless. No idea. **I didn’t know,**
as a teacher, that I had a pension”



“not promoted”
They’re **not promoted well** enough



“burden

It is just seen as a **burden**,
more money coming out
of my wages”



“In my work **no – one ever mentions pensions – ever!**”



“I don’t even know
who my pension is with”



But were these people
really the ones?
lucky



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“They don’t tell you
They tell you
nothing”

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“ The form was there
They said – **do you want it?**
I said **not really** ”



“Companies say things like – we do have a pension if you want to sign up for it – and that’s it. **It is just box ticking.**”



“

”

You should not have to seek
information

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“Companies don’t
educate
us or tell us about schemes”

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So who is
at **fault**
here?



The employer



or the employee?

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“They are **not promoted
well enough**”



We are
“never”
sold to

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“ It’s a
problem
because we are not being told things
”

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never
really talked about

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complicated

Is it because pensions
are complicated
or more relevant,
made to be complicated?





“avoid
No-one tries to befriend you on
pensions. If you don't understand
something, **you avoid it**”



“
confused
”
I now feel more confident on
the subject because everyone
is as **confused** as me



DC scheme advantages **missed**



free
money



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“It is **not free money**”
It is the promise of free money,
which may not pay out

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Transportability

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“mine”
It is **mine** and I’m taking
it with me wherever I go ”



“ You
cannot
borrow against them ”

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Struggled

to understand the value

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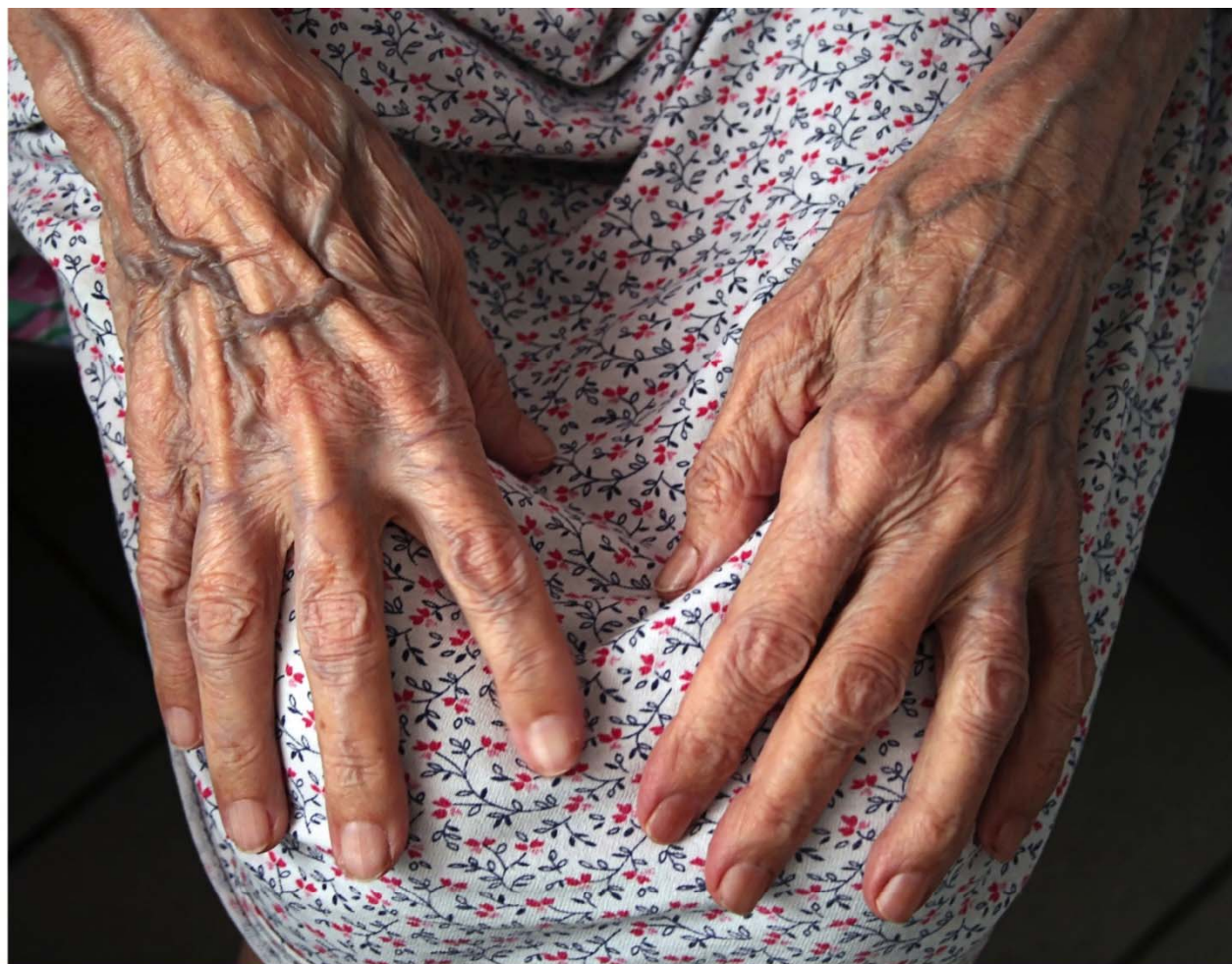


“ Explain it in English and
not jargon. **Keep it simple**
jargon ”



Something that old people get!

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PAY ADVICE	
EMPLOYEE NAME	NUMBER
JOHN SMITH	64305
PAYMENTS	
BASIC SALARY	2385
OVERTIME	120
BONUSES	
EXPENSES	



Fitness a **common** theme

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“

You wouldn't buy a house without life assurance, or drive a car without car insurance. I cannot understand **why having a pension isn't compulsory.** We think long-term about our health and put on our runner's... so why don't we think about **financial fitness** in the same way?

”



“mine
mine now and
something for me later”



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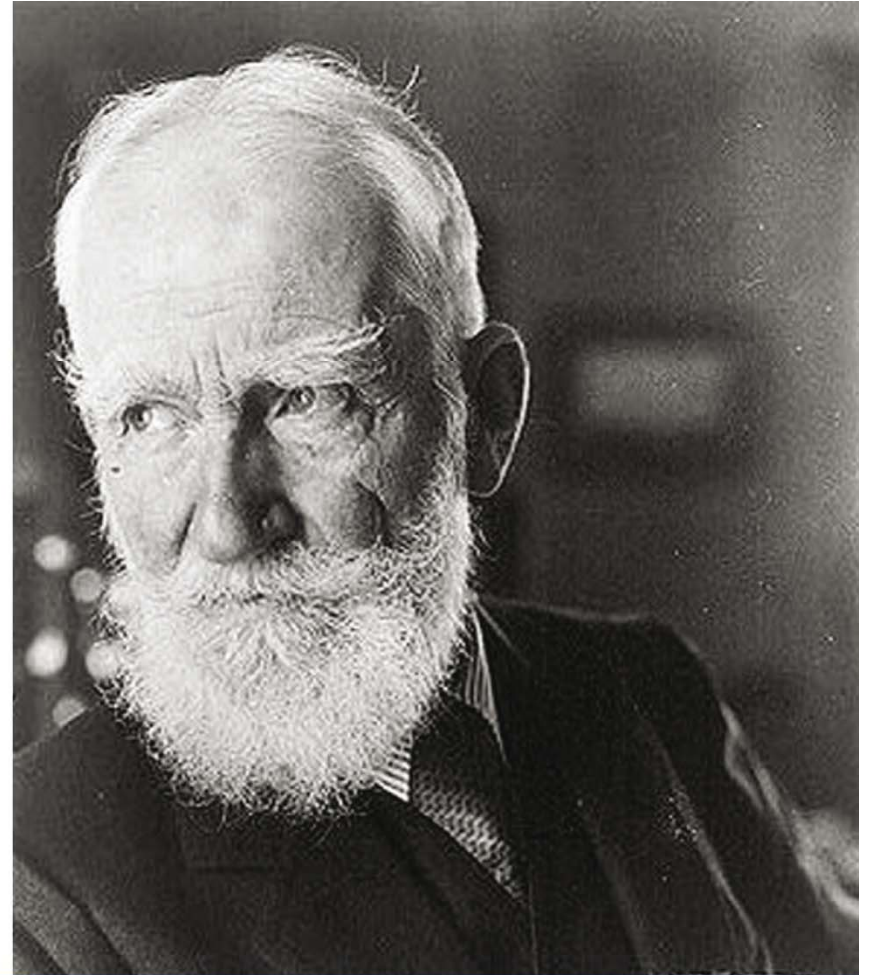
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“**The problem with communication is the illusion that it has occurred.**”


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The greatest challenge is **engagement**



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Global Engagement Report

30% Engaged employees

24% Almost engaged employees

12% Honeymooners and hamsters

15% Crash and burners

19% Disengaged employees

Source: BlessingWhite European Results 01/11



“ save money

The mistake often made is that two-thirds of benefits time and money is spent on designing schemes, and only a third is left communicating them. It should be the other way round. **This way, you'll save money and improve your communications.**

Carol Arrowsmith, Deloitte

”



We are **not** getting
the message across



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