

Preparing for Publication: Closing the Gender Pay Gap

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Reputation management

- You must **plan** for publication.
- Who on the board/SMT is **responsible for reputation**
- **Internal** plan, **external** plan, **Q&A**.
- Be **clear** about **decision** making
- Remember **perception** is reality.
- Prepare your plan, **share it** and **tell** your organisation there is a plan.
- Have one source of the truth, backed up with **data**, **evidence** and **information**
- **Plan for the worst and hope for the best**



Planning in action: Stakeholders

- Research, research, research – evaluate, plan and implement
- Establish the **power base**, key influencers, key issues
- Set achievable **goals and clear objectives**
- Be clear & **true** to yourself
- Get **external** support/help
- **Learn** from those who have gone before: PwC
- Implementation and evaluation – equally important
- **Prioritise your staff – this is all about them**



Prepare for the worst and hope for the best

Company reputation worth £1.7 trillion
to the UK

28%

Embrace the opportunity:

"It is a real shame that bosses won't be made to explain why pay gaps exist in their workplaces and what action they will take to narrow them," Frances O'Grady TUC



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What to do?

Be Prepared

- Take **professional** advice
- Reputation is a **serious** business
- Establish all the **q**uestions & as many **a**nswers as you can
- Remember how your **staff** can affect your **reputation**
- **Lead, challenge**
- Remain **calm** and reasonable

“Although all catastrophes have an initial negative impact on value, paradoxically they offer an opportunity for management to demonstrate their talent in dealing with difficult circumstances.”

Sedgewick/Oxford University report



Sarah's top ten publication tips

1. Start now, make a plan
2. Take **professional advice** when you need it
3. Ensure someone understands the value of **28%**
4. Get your **own house** in order
5. Values and behaviours = **authenticity**
6. The power of **third party** support
7. Have a **plan**, update, review, change
8. **It's all about your staff** (and stakeholders)
9. The devil can be in the **detail**
10. **Reputation** needs ongoing, careful attention



Questions?

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