PAY TRANSPARENCY

AN INTRODUCTION TO COMMUNICATING LIKE (GOOD) HUMANS

BECKY PUGH
Director
call (+44) 07584 027 106
email becky@rewardpointzero.com

AN INTRODUCTION TO TALKING ABOUT PAY TRANSPARENCY LIKE (GOOD) HUMANS

Let's be clear – this isn't just about ticking boxes.

Pay transparency reporting is your chance to lead. To prove you don't just talk about fairness and equity. You act on it.

It's not about compliance. It's about culture. Trust. And building a business where people feel seen, valued, and motivated to stay.

THE BENEFITS?

They're big. Stronger engagement. Smarter hiring. Real progress on DEI. This is about showing your people (and the world) that you mean business when it comes to fairness.

RPZ have created a playbook that can form the blue print of how you approach communicating about pay transparency. You'll find everything you need to get moving and keep momentum:

- Smart ways to prep your data and build your team
- Messaging that cuts through and builds trust
- Tools for engaging your people and tackling tough questions
- A clear path to embed transparency into your day-to-day

AND...

Don't worry, you're not doing this alone. RPZ is right there with you, shaping the strategy, sharpening the story, and helping you make an impact that lasts.

PRACTICAL PRINCIPLES

Let's be clear: we're not data analysts. And that's the point. At RPZ, our role starts once the numbers are out. We help you bring them to life through clear, honest communications and real engagement with your people. Because lasting change doesn't just come from reporting. It comes from the conversations that follow.

HERE'S A BRIEF OUTLINE OF WHAT YOU'LL NEED TO DISCLOSE

1. **Gender pay gaps**
   If you have 100+ employees, this is something you'll need to report on.
2. **Intersectional discrimination pay gaps**
   You'll then need to reveal inequalities that single category reporting could miss (eg ethnicity and disability together).
3. **Pay range disclosure**
   Job ads may need salary ranges upfront. No more "competitive" mystery.
4. **Internal pay structures**
   You might need to show how salaries are set, including bands, levels, and role comparisons.
5. **Root-cause analysis + action plans**
   If pay gaps over 5% exist (after accounting for legitimate factors), you'll need to explain why. And what you're doing about it.

WHY THIS MATTERS

- **The EU's setting the pace.** The UK's not far behind. Expect legislation to follow.
- **The government's watching.** Ethnicity and disability reporting are likely going legal.
- **The world's paying attention.** Employees and candidates are choosing employers who walk the talk. Hidden gaps? Risky. Visible progress? Powerful.

AND WHAT YOU NEED TO DO NOW

- **Get your data in shape.** Audit your pay structures. Collect the right diversity data. Spot the gaps.
- **Train your people.** Make sure managers can talk about pay confidently and clearly.
- **Act early.** Don't wait for the deadline. Start building action plans now.
- **Stay alert.** New rules are coming. Keep your finger on the pulse.

WHAT ARE YOUR GUIDING PRINCIPLES GOING TO BE?

It's time to set the **guiding principles that will shape your journey**. Think of these as your north star – helping your organisation **stay true to what really matters** as you move forward with pay transparency.

At every step, **they'll be a reminder of the approach you've chosen to take**: how you want to treat your people, what you expect of them, and the kind of culture you want to build in this new world of openness.

This is also the perfect moment to reflect on your organisation's values and culture. Do they align with the way you want to approach pay transparency? And just as importantly – are they still fit for purpose? If change is needed, this is a great opportunity to start shaping something better.

Use the template on the next page to outline what your north star is going to be, and how you'll reference and stay true to it within your pay transparency agenda.

So, let's get moving – and make sure the principles you choose today pave the way for real progress tomorrow.

YOUR GUIDING PRINCIPLES.

This is a good time to bring together your pay transparency dream team working group. Sit together and think about the overarching approach you'll be taking towards pay transparency. This is a moment to reflect on how your business is going to do things, and to pivot if things don't sound right.

Company **values**

What are your values?

Does your approach to pay transparency support these values?

If not, why? This is something to think about, and shout about if you're already aligned.

Company **culture**

What are your cultural strengths?

What are your cultural weaknesses?

How can you emphasise your cultural strengths through your pay transparency approach?

What do you need to watch out for here when it comes to pay transparency?

YOUR GUIDING PRINCIPLES.

Your **Employee Value Proposition**

Does your pay transparency approach support your EVP?

Are there any risks of contradiction?

Is there anything to refine?

Your **North Star**

What's your pay transparency North Star, or guiding light? What are you aiming for to keep you on track?

HOW RPZ THINK ABOUT PAY TRANSPARENCY

We've quite literally written the **playbook on how to approach pay transparency engagement**, and we have a tonne of resources at our fingertips.

While **there's no such thing as a one-size-fits-all approach**, we've built up a stack of tools that can **help you get started and shape the right pay transparency journey.**

This is just your starting point.

Our resources give you the basics you need to get pay transparency moving. But if you want to go further, we'll help you craft a bespoke, nuanced approach that fits your culture and turns pay transparency into a real driver of business success.

HERE'S A TASTE OF WHAT'S ON OFFER:

AUDIENCE MAPPING
Simple ways to identify who your key audiences are.

AUDIENCE PERSONAS
Activities to help you really understand what different groups care about and how they might respond.

MESSAGING AND Q&A BANKS
Generate ready-to-use answers and key messages to keep communication clear and consistent.

CHANNEL STRATEGIES
Guidance on the best ways to share your message – from email to events.

ENGAGEMENT ACTION PLANS
Templates to help you map out your next steps and turn plans into real action.

ENGAGEMENT AND FEEDBACK LOOP
Practical ways to keep the dialogue two-way and show people their voice is heard.

MANAGER TOOLKIT
Frameworks to help managers lead open, confident conversations with their teams.

ROADMAP TO CHANGE
Create clear step-by-step guides to show what needs to happen, when, and by who.

If you'd like to use any of these, give Becky Pugh a call or drop us an email and we can help you navigate your pay transparency engagement challenges.