

**TITLE** Employer Communication Strategies for Open Enrollment Success

**SECTION** Module 1, Lesson 1

**LEARNER** Benefit Plan Administrators



**SCENE** 1

**SHOT** Medium

**DIALOGUE**

Zac: Hey Barb, Thanks for meeting with me this afternoon.  
Barb: My pleasure. What's on your mind?  
Zac: Open Enrollment.

**ACTION**

Zac and Barb meet at a local lunch spot that's popular with office colleagues.



**SCENE** 2

**SHOT** Medium

**DIALOGUE**

Zac: Barb, as you know I am relatively new to benefits administration.  
Barb: Yes, but you seem to be doing well so far..or at least I am hearing good things about your work.  
Zac: Thanks, I appreciate that. With open enrollment coming up in just a few months, I'm struggling.

**ACTION**

Zac pours another cup of coffee. He appears to be apprehensive. Barb is attentive.

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**SCENE** 3

**SHOT** Medium

**DIALOGUE**

Barb: How can I help you?  
Zac: I seem to be having a hard time in the area of communication.  
Barb: That's actually very common. I think I can help.

**ACTION**

Zac and Barb discuss communication challenges over a cup of coffee.



**SCENE** 4

**SHOT** Medium

**DIALOGUE**

Barb: What part of communication do you have the most trouble with? Let's start there.  
Zac: When I try to explain benefits to our employees, it seems like it goes over their heads. They don't seem to understand.

**ACTION**

Zac Expresses frustration to an understanding Barb.

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**SCENE** 5

**SHOT** Medium

**DIALOGUE**

Zac: I was talking with Sarah, the manager in Employer Services, and I could not accurately explain the benefits package.  
Barb: Oh that must have been frustrating.

**ACTION**

Zac and Barb talk about a specific time when Zac struggled to communicate well.



**SCENE** 6

**SHOT** Medium

**DIALOGUE**

Barb: What do you think caused the disconnect?  
Zac: I think I may need to work on my communication skills, but I also need to learn a lot more about benefits so I can speak about them with confidence.

**ACTION**

Zac shares where his communication challenge lies.