

1.2. The employers' organisation produces specific guidelines and information

This type of actions by the employers' organisation is very similar to the above mentioned role as information broker. However, in this case, the employers' organisation moves from being a broker to becoming a producer of the information itself. Such role allows to transcend official information and to add employers accents or viewpoints. This role adds to the added value of employers' organisations and is of a higher qualitative nature as a service.

There are several variants of this self-made information.

Light variant is to develop a FAQ list, where the member-client can find readymade answers. Sometimes also official bodies produce FAQ (in which case we are in the above 1.1.1. information role of employers' organisations). The more in depth variant is also very common: a brochure on a specific issue. However, specific information can also be made available on the website on hidden pages, accessible for members only. Organizing webinars and offering the possibility to ask questions through establishing a helpdesk will encourage concrete interaction with members and thus stimulate visibility.

This type of information, and especially the specific brochure, is much wanted by members. It will mainly concern issues where the measures and regulations to apply are not new, but need a recall in the specific framework of the COVID crisis. A typical example will be an employer's publication which explains the possibilities of dealing with retrenchment, or annual leave, or sick leave. Partially, such brochure will review "old" topics, but will do such review in the background of the COVID crisis. It will add of course an overview of specific cases or regulations which are added by new regulations issued at the occasion of this corona virus.

The outcome is to ensure that members perceive the employers' organisation as a contents specialist in the concerned areas of expertise, capable to guide them with correct and complete information. It is clear this goes further than reproducing information. The outcome for the employers' organisation in terms of membership is recognition as the body that defends the interests of the company and is the voice of business. This is about leadership!

Again, this may sound very simple and straight forward. In practice it is not. And it requires quite some efforts to achieve this objective.

To reach the aforementioned outcome, it requires many efforts of achieving "correct and complete" information brochures.

Correct and complete implies:

- Precise and in legal matters or in case of doubt giving an overview of the main elements to take in consideration
- Employers oriented: the information serves employers and thus gives them the employers best direction of the available solutions
- It may go beyond legal issues and also give HRM or other managerial considerations, as to inform the reader of the whole spectrum of solutions
- Good writing skills to avoid too legal or too general writing

A good example can be found on the following webpage:

<https://www.cbi.org.uk/articles/the-latest-coronavirus-guidance-for-business-1/>