

CLIENT	Colgate Palmolive	DATE	31 October 2019
PROJECT	Total Rewards script	WRITER	Jerry Soverinsky

Total Rewards Script	
<u>VIDEO</u>	<u>AUDIO (VO-voiceover)</u>
FADE IN: CP program logo.	FADE UP: INTRO MUSIC
Colgate Total Rewards	<p>As the principal advocate for your team members, you are ideally positioned to recognize talent and support career growth.</p> <p>Integral to that role is promoting the Colgate Total Rewards program, which recognizes and rewards people as the drivers of our business success.</p>
Colgate Total Rewards <ol style="list-style-type: none"> 1. Compensation 2. Benefits 	<p>Our Total Rewards program features a variety of market-competitive compensation and benefit programs that motivate business behaviors and outcomes that align with our company's goals. They further the wellbeing of Colgate team members and their families through tangible rewards that attract and retain quality talent.</p> <p>The Total Rewards program includes both compensation and benefits.</p>
Compensation <ol style="list-style-type: none"> 1. Base salary 2. Short-term incentives 3. Long-term incentives 	<p>Compensation aligns pay and performance, drives performance, and attracts, motivates and retains the best talent. It is comprised of three elements:</p> <ol style="list-style-type: none"> 1. Base salary rewards individual performance. 2. Short-term incentives, or cash bonuses, reward team and individual performance. 3. And long-term incentives, via our stock-based program, allows employees to share in the success we create together. <p>Eligibility for incentives is based on a team member's level and role.</p>
GFX: illustrating a direct correlation between higher rating and higher \$\$.	Our compensation program is driven by our Pay For Performance philosophy. Each year, as a people manager, you'll establish a performance rating for each team member, which directly impacts the annual salary increase and bonus calculation.
Benefits <ul style="list-style-type: none"> • Health coverage • Income protection plans • Profit sharing • Local perks 	Our benefits program features health and wellness offerings for Colgate people and their families, with tools and resources that they can access to enhance their well-being. The program aligns with our Live Better programs which promote physical, emotional and financial wellness.

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<ul style="list-style-type: none"> • Financial awareness and wellness • Leaves of absence • Retirement schemes 	Benefits vary by country in compliance with local laws and regulations.
	<p>As you promote the Total Rewards program, you'll help your employees understand the value of the program and how it links to their performance and that of the company.</p> <p>You'll provide ongoing acknowledgment of their contributions as well as Colgate successes.</p>
Rewards and Recognition	<p>Twice per year, in consultation with your manager and human resources representative, you can review and recommend appropriate rewards and recognition for your team members.</p> <p>Both are powerful tools that motivate performance.</p>
	<p>You'll receive notification when a compensation change has been approved. This is your opportunity to communicate to your team members, and explain the compensation program and its value to the individual.</p> <p>As a people manager, you have the ability to help your employees understand the value of Colgate's rewards programs and how it is directly linked to their performance and that of the Company, which is instrumental in ensuring their continued growth and success of Colgate.</p>
<p>FADE IN: Program logo.</p> <p>FADE OUT.</p>	<p>FADE UP: Music</p> <p>As a people manager, you play a key role in driving the impact that Total Rewards have on the performance of our company and team members, which is instrumental in ensuring the continued growth and success of Colgate.</p>