

Portfolio Sample



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Project: Internal Newsletter for Sales Teams

While working at Aon, I spent two years managing the primary newsletter for sales teams, the Client Conversation Alert.

Aon is a professional services firm offering risk management across dozens of industries, including aviation, healthcare, transportation, supply chain, and much more. The Client Conversation Alert was designed for client-facing employees, helping them keep abreast of key developments and talking points in their field, and providing a topic starter for continuing conversations.

As manager and lead writer for this newsletter, I identified topics, sourced content, and balanced the sales priorities of key businesses and regions. I ensured all content reflected brand guidelines and editorial standards, and served as a key player in the global communications team.

Relevant Skills	
Internal communications	Editorial management
Content creation	Project management
Content strategy	Thought leadership
Translating complex ideas into conversation starters	Organizing content in user-friendly structure



What's here

Samples you'll find in the following pages include:

- 5 examples of Client Conversation Alerts (in word doc form)

Client Conversation Alert – Working Draft

Date: January 28, 2021

Editorial Theme/Topic: Costs of Climate Change

Headline: Why Every Organization Needs to Address the Impact of Climate Change

What's The Story?

- In addition to the novel coronavirus (**COVID-19**) pandemic in 2020, organizations and communities also had to contend with an [above average number of natural catastrophes](#) with both **significant financial** and **humanitarian impacts**.
- [Aon's Weather, Climate & Catastrophe Insight: 2020 Annual Report](#) notes that the year's **catastrophes** included a **record-setting** North Atlantic **hurricane season**, highly destructive **severe convective storms, wildfires, floods, and droughts**.
- **Economic losses** from **weather-only** disasters stood at **\$258 billion** in 2020, **29 percent higher** than the this century's average, highlighting the **emerging influence** of **climate change**.
- Only 36 percent of **economic losses** from 2020's catastrophes were covered by insurance – raising concerns about organizations' **resilience and readiness** when it comes to **long-tail risks** such as climate change.

The Big Number

\$268 billion

Economic losses in 2020 from natural disasters

Why Does This Matter?

- Stakeholders, including **regulatory authorities, shareholders, consumers, and future employees**, are placing increasing **scrutiny** on organizations' exposures to **climate change risks** and the **steps** they're taking to **address** climate change.
- Organizations like the [Task Force on Climate-Related Financial Disclosures](#) are targeting organizations to **improve** and **increase reporting** of climate-related **financial information**.
- As **climate change increases** the **frequency** and **severity** of **natural disasters**, organizations must consider the **global implications** of climate change and the potential impact across **multiple regions**.

What are our clients thinking?

- Many **businesses recognize** the need to **address climate change**, but they don't know **where to begin**.
- **Organizations** are increasingly **recognizing** that **climate change** risk includes not only **physical** but also transition risks such as **reputational damage**.

Make the Aon Connection

- Aon's [Weather, Climate & Catastrophe Insight: 2020 Annual Report](#) examines how organizations can begin **strategic planning** and **investment** to **build resilience** to the increasing risks from **climate change** and **natural disasters**.

- In 2020, **Aon** entered into an [exclusive broker relationship with climate risk analytics firm The Climate Service](#) to help **clients** understand and **manage climate risks** today and in the future.
- Share This Aon Insight: [Why ESG Is Even More Important In A Crisis Like COVID-19 – The One Brief](#)

Client Conversation Starter

- Has your organization **examined** the **risks** and the **opportunities** related to **climate change**?
- Have you **quantified** the **impact** of **climate change** on your organization over the **long term**?
- How are you **reporting** your stance on **climate change** to your **investors**?

The Big Quote

“Organizations should think about two sides of climate change. One is the organization’s stance and how to report that to investors and customers. The other is managing the balance sheet risks of climate change.”



Corey Green

Global Operations Leader, Aon Global Risk Consulting – attach mugshot to file.

Client Conversation Alert – Working Draft

Date: March 25, 2021

Editorial Theme/Topic: [Doing Business in a Volatile World](#)

Headline: **Why A Firm’s Social Impact is More Important than Ever**

What’s The Story?

- In an unprecedented year marked by the **COVID-19 pandemic** and social and political **unrest**, how an organization interacts with its stakeholders and drives social impact is more important than ever.
- The [Aon Impact Report](#) describes how Aon helps clients and communities navigate **humanitarian challenges**, **prioritizes** colleagues in a time of **crisis** and prepares for a sustainable and responsible future.
- The report highlights case studies of Aon’s work in the **community**, our commitment to **inclusion and diversity** and actions toward **sustainability**.
- By highlighting how we’re working with clients to build back better, and **enriching** the lives of communities around us, we are demonstrating how clients and communities can build **resilience**.

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The Big Number

Net Zero

Aon’s commitment for carbon emissions by 2030

Why Does This Matter?

- At Aon, we believe businesses **thrive** when the **communities** they serve and the **people** they employ flourish.
- Our **stakeholders** — who include regulators, shareholders, clients and current and future colleagues — want to see their partners and organizations make a **positive social impact**.
- As our clients face enormous **challenges**, such as the pandemic, cyber **security** and the growing health and wealth gap, we want them to feel confident in our **expertise**, but also our **commitment** to inclusion and diversity as well as to our communities.

What are our clients thinking?

- As **COVID-19 vaccination** programs begin to roll out, and organizations plan for the next phase, creating a **New Better** at work and in the community is top of mind.
- Many organizations are making their own **commitments** to **representation** in their workforce, as well as making an **impact** in their communities.
- Organizations increasingly understand the importance of setting these goals and the impact they have on **retention**, **recruitment** and **employee wellbeing**.

Make the Aon Connection

- The Aon [Impact Report](#) examines how the firm has demonstrated ingenuity and resilience, driving stakeholder impact, and how organizations can apply **expertise** and **capabilities** to help clients and communities have a **positive, sustainable impact**.
- Aon’s [Helping Organizations Chart a Course to the New Better report](#) discusses four core priorities for organizations as they address their most pressing challenges.

- Share This Aon Insight: [The One Brief New Better](#) features stories about our work in communities, and our goals for the New Better. These can all be shared with clients.

Client Conversation Starter

- Has your organization examined its **impact** within the **company** and in the **community**?
- Have you determined your approach to **retention** and **recruitment** — and how social impact plays an important part?
- How are you **reporting** your social impact to your **investors**?

The Big Quote

“I am proud to announce that Aon is committing to Net-Zero Carbon Emissions by 2030. We believe this is a necessary step to take as a global corporate citizen to ensure we are doing our part to reduce our carbon footprint and help mitigate the significant and catastrophic impacts of climate change.”



Greg Case

CEO, Aon – attach mugshot to file.

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Client Conversation Alert – Working Draft

Date: February 25, 2021

Editorial Theme/Topic: Improving Health & Wellness

Headline: How Can Aon Help Employers Connect Wellbeing and Resilience?

What's The Story?

- In the wake of the global COVID-19 pandemic, workforce wellbeing has taken on a new focus.
- While health and wellbeing programs are nothing new to employers, many of them struggle to ensure their programs are effective at building resilience in their workforce.
- Organizations need to ensure their people strategies enable employees to adapt to change, maintain motivation and face adversity now and in the future.
- Wellbeing is not just a nice to have, it can be the difference between surviving and thriving in a [new better](#).

The Big Number

15%

Portion of employees who are resilient within organisations that don't offer health and wellbeing initiatives*

Why Does This Matter?

- Investment in employee benefits and wellbeing initiatives does not instantly equal a resilient workforce.
- COVID-19 has shown businesses that cultivating an environment for resilience to grow can benefit them in the long term.
- Without looking at workforce resilience as a whole-enterprise effort – from leadership, through employee engagement to the design of health and wellbeing initiatives – individual, unconnected efforts to care for the people within an organisation have a greater chance of having a minimal impact.

What are our clients thinking?

- Wellbeing is more than just a “nice to have” when HR departments can prove that a resilient workforce pays dividends across the business.
- With a wellbeing focus in the company culture, organizations can retain and recruit talent – ensuring they remain competitive in the market, both to and through their people.
- Resilient businesses use health and wellbeing initiatives to differentiate themselves and connect their people, purpose and potential, and are able to stay steady amid new forms of volatility.

Make the Aon Connection

- Aon’s [Rising Resilient](#) report provides **case studies** and guidelines showing how **employers** can build **workforce resilience**.
- [Aon’s Self Assessment tool](#) gives clients an immediate insight into their organizational resilience.
- Aon’s global report, [Helping Organizations Chart a Course to The New Better](#), details some of the successful behaviors of leading organizations in building a resilient workforce.
- [Aon Health Solutions](#) provides a range of workforce resilience products and services in a COVID-19 context
- Share this Aon Insight: [The Resilient Workforce: How Investment In Wellbeing Pays Off – The One Brief](#)

Client Conversation Starter

- What sort of wellbeing programs are you currently offering?
- How have you connected employee feelings of security and belonging to your wellbeing strategy?
- How do you nurture employee attraction and retention?
- How does your wellbeing strategy cover all aspects of employee wellbeing?
- Why do your employees actively use — or why don’t they use — your benefits?
- How do you measure the impact of your wellbeing strategy?
- How have you connected your wellbeing strategy to business performance?

The Big Quote

“COVID-19 may have brought resilience and wellbeing to the fore. But the reality is that workforces carry this risk all the time. Leaders must consider wellbeing as a key to organizational resilience.”

Andrew Cunningham

CCO EMEA Health Solutions, Aon – attach mugshot to file.

*According to Aon’s Rising Resilient Report

Client Conversation Alert – Working Draft

Date: Sept. XX, 2020

Editorial Theme/Topic: Doing Business in a Volatile World

Headline: Why Diversity Is Key in Finding an Asset Manager

What's The Story?

- Research has proven the [benefits of having a diverse and inclusive workforce](#) within organizations and across business.
- One area where diversity boosts business is in **investment**. Using asset managers which employ or are led by women or members of minorities [has been proven to significantly boost returns](#).
- By looking for **diversity** among their portfolio of asset managers, and holding those **funds** to account for **increasing** their numbers of **women** and **minority asset managers**, investors can speed the diverse investing progress.

The Big Number

1.3 percent

Assets managed by women- and minority-owned firms

Why Does This Matter?

- **Diverse** private equity funds [outgained median performers in 78.6 percent of the years studied](#), according to a 2019 study by Aon and the National Association of Investment Companies.
- Still, **women-** and **minority-owned** fund management firms [manage just 1.3 percent of the assets in the \\$69 trillion asset management industry](#).
- As **investors move** more towards environmental, social and governance (**ESG**) investing, they should **examine** their **goals** and **apply** the same **commitment** to employing **diverse asset managers**.

What are our clients thinking?

- Rather than pushing companies to relax their ESG policies, the novel coronavirus (COVID-19) pandemic has actually led to organizations increasing their scrutiny of their investment decisions.
- **Traditional networks** and **recruiting** techniques don't always offer sufficient **exposure to diverse managers**.
- As a result, clients must tap new networks and expand their recruitment teams to include diverse voices within the organization.

Make the Aon Connection

- Advisors with [Aon Investment Solutions](#) can help clients **ease** investment **implementation**, **diversify** investments, **manage** assets and liabilities, and **reduce fees** to **improve outcomes**.
- Aon is an **advocate** for **best practices** in [responsible investment](#) and has promoted several **initiatives** to help provide **clients** and the **investment industry** with **insights** and **guidance** on the topic.

- Share This Aon Insight: [Beyond Good Intentions: Why Diversity Is Vital In Investment Decisions](#) – The One Brief

Client Conversation Starter

- When was the last time you **reviewed** your **investment strategy**?
- How do you **select asset managers** at the moment?
- What are some of the **steps** you're taking to **involve diverse asset managers** in handling your investments?
- How do you **measure** the **outcomes** of your efforts to involve **diverse asset managers**?

The Big Quote

“When you have diverse teams, they are generally more effective at finding and implementing solutions. That can mean tangible benefits.”



Meredith Jones

Partner and global environmental, social and governance (ESG) practice leader, Aon – attach mugshot to file.

Client Conversation Alert – Working Draft

Date: December 9, 2020

Editorial Theme/Topic: Doing Business in a Volatile World

Headline: How Can COVID-19 Help Organizations Chart a Course to the New Better?

What's The Story?

- The COVID-19 pandemic has forced every organization around the world to tackle a set of once-in-a-lifetime challenges. The outbreak highlights how the modern business world is increasingly volatile – and interconnected.
- The COVID-19 crisis continues to prompt many organizations to ask questions about long-tail risks such as climate change, cyber threats, and the wealth and health gap.
- Meanwhile, companies are also recognizing that returning to the way things were is not an option. Businesses that want to go back to the way they operated before the pandemic will clearly not be prepared to tackle the next big threat.
- Building resilience against other massive unexpected risks is a complex process – but one that can be achieved by convening people, ideas, and outlooks.

The Big Number

56.9 million

[Global cases of COVID-19 as of November 20](#)

Why Does This Matter?

- As **organizations address** the impacts of the COVID-19 **pandemic**, **decisions carry** both enormous **significance** and great **opportunity**. And the **best decisions** involve **collaboration** and **innovation**.
- To examine the issues arising from the COVID-19 pandemic, learn from other organizations' experiences – and begin to discuss ways to navigate three fundamental aspects of society and the economy: **working, traveling, and convening** – Aon brought together over 100 leading companies and organizations from a broad range of sectors across 10 cities globally.
- These **Work, Travel and Convene Coalitions** were created to help understand what is happening and begin to understand what a path forward might look like for an economic and societal challenge the modern world has never seen. The insights gleaned from the first phase of these coalition meetings – together with exclusive Aon research and case study interviews with leading multinational organizations – form the foundation of a global report: [Helping Organizations Chart a Course to the New Better](#).

What are our clients thinking?

- The report found that, as companies make their way through an uncertain environment, leaders are bringing with them new perspectives on risk, the future of work, how to manage and care for a remote workforce and what it takes to prepare for an uncertain future.
- In doing so, these leaders have identified a number of **key changes in organizational behavior**:
 - Assessing risk

- Reconsidering organizational charts
- Establishing new lines of communication
- Re-examining their compensation and staff wellness programs

Make the Aon Connection

- [Helping Organizations Chart a Course to the New Better](#)
- Aon's [COVID-19 Response Tool Kit](#) has been designed as an **informational** and **guidance tool** on **risk** exposures and **human capital** concerns stemming from an **infectious disease** event or **outbreak**.
- Aon's [COVID-19 Employee Impact Model](#) can help employers **estimate COVID-19's impact** on their U.S. and global **workforces**.
- Share This Aon Insight: [COVID-19: A Look At How A Pandemic Can Affect An Economy – The One Brief](#)

Client Conversation Starter

- Where are you looking for **guidance** and **information** as you **address** the **pandemic's impact** on your **business**?
- How has the **pandemic changed** your organization's **approach** to **risk**?
- What new workforce and wellbeing priorities has COVID-19 highlighted?
- How has the way you look at your organization changed since the start of the pandemic?

The Big Quote

"By working with the public and private sectors, we can be a positive catalyst in helping organizations, local leaders and the economy come back better and stronger than before."



Greg Case

Chief Executive Officer, Aon – attach mugshot to file.