

Case Study Healthcare

Challenge

Innovation and improvement in the animal health industry was this company's passion. With their strategic vision in mind, they sought to reinforce the qualities that made their culture unique.

Solution

Create a central recognition system that housed all incentive programs, as well as encouraged the qualities that aligned with the company's business objectives.

Together with BI WORLDWIDE, a series of design conferences were held to develop the recognition system that focused on three key aspects: an annual Performance Guild Recognition with Group Travel Award, business value-based recognition, and specific incentives unique to areas of the business where initiatives were needed. Participants earned AwardperQs[®]—BI WORLDWIDE's signature reward points—for demonstrating the characteristics in line with company goals. A ranking structure awarded top performers with the exciting travel award.

Results

In the first three months of the program, 75% of the employees recognized each other for the qualities that the company was reinforcing. Managers also got in on the recognition action—69% spotlighted the achievements of one or more of their team members.

