



Don't Lose Your Roots

Strengthening culture and engagement
following rapid organizational growth

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A leader in the insurance and risk management industry with 15,000 employees worldwide was able to reaffirm culture, increase employee engagement, and improve customer performance standards following a period of rapid growth by creating a flexible, technology-driven recognition program.

Situation

Following a period of rapid organizational growth, the company recognized the need to align a bevy of new employees and managers to the organization's strategies and goals. The challenge was making the integration of these new employees more consistent than it had been in the past. Though recognition existed, it was inconsistently practiced following this period of growth, with solutions that varied by department and location. This created tension between the teams and the organizational priorities.

The company needed a consistent solution to make the practice of recognition easier. One that included clear training and guidelines around what and how to recognize, reporting tools to better assess impact at a department and location level, and alignment with overarching performance and organizational goals. For the organization, all of these requirements were necessary to create an effective solution that strengthened the company's commitment to customer and employee satisfaction and a consistent experience for all.

It was integral to align the business strategy around an empowered, innovative, and engaged workforce.

Solution

Through a strategic partnership with Hinda's flexible technology solution and subject-matter experts, a variety of systematic tools were introduced that allowed managers and employees to conveniently deliver more-effective recognition.

The partnership began with the development of a recognition road map that focused on helping employees and managers not only understand what to recognize, but how to recognize colleagues and peers. To more effectively enable success and alignment with the business, the program focused on the culture of engagement, learning, and performance. **Through a strategically focused dialogue, Hinda and the company created a program that incorporated more consistent, equitable, and effective recognition tools that included:**

- Campaigns and communication — to promote the program organization-wide
- Manager training — to explain the process and business objectives of the program
- E-cards for employees — to recognize desired behaviors
- Nomination tools — to recognize work that goes above and beyond
- On-the-spot discretionary tools — to enable instant recognition
- Interactive surveys and quizzes — to assess knowledge adoption
- Anniversary and years-of-service announcements — to acknowledge dedication and career accomplishments

Success

Following the program's implementation, the company earned four consecutive "Best Employers for Healthy Lifestyles" Gold Awards from the National Business Group on Health. The award recognized the organization for its dedication to promoting a healthy work environment for 15,000 employees globally, while also encouraging employees and their families to maintain healthy lifestyles.

The solution has been imminently successful, resulting in correlations between program use to improved engagement levels and customer performance standards. Since the program's inception:

- Engagement has increased 4 to 5 percent year over year
- 31,356 approved individual nominations have been submitted
- 16,172 approved team nominations have been submitted
- 8,407 people have been recognized at least one time
- 1,909 managers have used the system at least one time to submit a nomination

Most important, people within the company are talking about recognition as a way to reinforce what matters to the organization and are engaged in the process.

To learn more about how you can engage, inspire, and reward your employees and customers, get in touch with Hinda today.

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Established in 1970, Chicago-based Hinda Incentives is one of the nation's leading specialists in motivating and engaging employees, sales forces and providing incentives to dealers, distributors and consumers. Hinda's web-based systems provide an efficient, immediate and effective way to manage incentive, recognition and loyalty programs. The Hinda Rewards Portfolio provides the most complete and engaging award offering in the marketplace, offering millions of engaging choices, including brand-name merchandise, instant, easy and intuitive digital awards, books and entertainment.

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