

IT'S TIME TO "GLOCALIZE" YOUR EMPLOYEE ENGAGEMENT PROGRAM

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What is "glocalization?"

"Glocalization" joins globalization and localization together — and is quickly emerging as the new standard in global marketing.



Found in written translations, local communications, graphic treatments or consumer buying trends, **it's a process in which:**

- local factors are integrated into an overall marketing strategy, built from the ground up
- cultural, linguistic and ethnic factors are simultaneously merged into a unified marketing solution
- all intended markets receive a stake in the overall process.

Core + Delta equals a successful glocalization.

Glocalization especially rings true with multinational corporations (MNCs) interested in developing a global strategy for employee engagement. These companies must consider local attributes like market conditions, product availability, language, buying trends and wages in their global strategy.

At BI WORLDWIDE (BIW), we call our version of glocalization "Core + Delta." "Core" represents the universal components in a global strategy that can be communicated consistently across all markets. "Core" elements can include branding, signage and, in some cases, foundational values. "Delta" then localizes the global strategy — making relevant local adaptations to ensure that the product or service is on target, appealing and always meaningful.

G5 makes glocalization easy.

BI WORLDWIDE's G5 system is the most advanced global social recognition system ever. It allows for consistency and control because corporate branding, promotions, budgets and communications can all be managed centrally for the entire enterprise. Plus, G5's audience-smart technology offers:

- local offices the freedom to run promotions and circulate communications specific to their own needs and unique market environments
- a point parity tool that uniformly converts local differences in point values, allowing participants to easily redeem from awards catalogs specific to their own location.

Bring localization into your global programs.

In the business of employee engagement, glocalization is a critical component in the design process.

Nothing is less effective than a corporate mandate forcing all employees to participate in an employee recognition program that doesn't successfully represent or recognize their culture.

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A better solution for a global recognition program is allowing for some localization at the market level by getting input from locations around the world in the original design conference and also allowing for extra local adjustments along the way.

This can be done effectively by partnering with an agency or supplier who operates internationally and is also represented in local markets. A supplier's local office can work with your company's local office to ensure cultural needs and requirements are consistently being met.

At BIW, we know firsthand the immense value this provides global customers — we've operated more than 200 global programs with 3 million participants! We've run programs in 120 countries, including the Philippines and India, and most offer in-country fulfillment. Our local buying teams ensure all awards are culturally appropriate and appealing because we offer over 90 diverse catalogs customized locally to unique global locations. The result? A drastically engaged workforce and more satisfied local customers.

Choose your supplier carefully.

More often than not, MNCs choose suppliers who have only one or two office locations with very little visibility into what is relevant in markets outside their own. In fact, most "global" employee recognition suppliers are not multinational corporations themselves and often impose inaccurate templates and beliefs on other parts of the world. This mistake can greatly hinder both relevancy and program results.

The new model for delivering global employee initiatives centers around glocalization. Contrary to what many believe, cultures around the world are not all the same. If they were, a one-size-fits-all model would be so easy to employ! In fact, the complexities of our world market are becoming even more intricate and varied. Here are a just few examples of today's diverse world market:

- four generations now exist out in the marketplace ... but not everywhere
- traditional storefronts still provide customers handwritten receipts ... but many customers order products directly with their smartphones
- certain countries do SMS mobile marketing brilliantly ... but still employ a postal system that uses landmarks for addresses.

Today's world market has really become a multifaceted combination of local markets. And the chance to tap into those local markets with smart glocalization strategies is here — which can only lead to more successful engagement programs for multinational corporations.

We can help you "go glocal."

BI WORLDWIDE is a worldwide leader in helping organizations build successful social recognition systems. We use the latest technology and behavioral economics principles to create effective programs that help organizations meet their strategic business goals. Our leading recognition solution, G5, is the most advanced global social recognition system in the market today. G5 is designed to deliver behavioral change and helps our customers achieve their engagement objectives.

To find out how **BI WORLDWIDE** and **G5** can help with your global employee engagement programs, visit: BIWORLDWIDE.com/G5 or email us at LATAM@BIWORLDWIDE.com.