

CREATE A POWERFUL, PRODUCTIVE, CONNECTED WORKFORCE

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The best companies in the world don't guess about how to amplify performance at every level.

They know.

Six questions

to ask an employee engagement supplier:

- 1 How did you arrive at this solution for my company?
- 2 What data supports this design?
- 3 Is there valid research to support this recommendation?
- 4 Can you tell me what sort of measurable results I can expect?
- 5 How do you know it will work?
- 6 What groundwork have you done and what physical and staffing resources do you have in place, to ensure this solution is valid in multiple country locations?

The science and art of human behavior.

There's a growing body of research on the significant drivers and motivators of human behavior. What makes us work harder in some situations and not in others? Why do we slack off on the job or take focus off a goal? What factors go together to make a top-flight, high-performing team of colleagues?

Behavioral economists have some startling new answers and they're learning more every day. But how can that academic research be distilled into workable, practical blueprints for highly complex and forward-thinking organizations? That's where BIWORLDWIDE (BIW) comes in. We work with academic leaders and field researchers from leading universities to apply their groundbreaking research by designing solutions that companies all over the world are using to increase employee engagement.

Behind the art of our design lies some impressive technology too. We've harnessed those research-based behavioral lessons to create our unique social recognition system – G5. It was designed specifically to meet the needs of highly connected employees, while addressing corporate concerns for the highest levels of security, brand image and reputation management.

Partner of choice for engagement leaders. Our clients include the companies you read about every day, the ones who are often recognized by business and behavioral experts for the proven power of the recognition, incentive and engagement initiatives they deploy. Behind all of those success stories, there's one common factor – they've partnered with BIWORLDWIDE. They've turned to us for thoughtful, research-backed support in designing and implementing interactions with employees at every level. With a reliance on the fundamental principles of behavioral economics theory, we've been the driving force for the design and delivery of highly successful engagement programs that reach hundreds of thousands of employees every day.

1 Keep asking – what does the research say? Just because someone says an approach works, does it? At BIW, we don't just build the newest technology into every project because we can. Instead, we continually ask ourselves and our clients – what does the research say? We never lose sight of the fundamentals of effective engagement, informed by the latest indicators from behavioral economists.

We understand that recognition is so powerful because it reinforces autonomy, a basic principle of the self-determination theory. By singling out an action the recipient performed well and reinforcing its value in an important way through the acknowledgment of a leadership figure, the stage is set for further, even more significant achievement. In other words: catch someone doing something right and tell them about it – you’ll start seeing more of the same. It’s a simple principle that’s at the heart of everything we do.

2 Performance reviews are for managers, not social media “friends.” Here’s a trend that has no science to back it up -- crowdsourcing performance reviews through social media. This lure of an easy fix to a challenging aspect of management can be dangerous at every level. Recent research, in fact, has found that negative social comparisons can lead to detrimental actions by employees, including competitive behavior which sometimes destroys value, increased absenteeism, increased probability of leaving a job and lower effort. These social comparisons can also lead to deceptive behavior, opening the door to employees who are gaming the system to improve the status of their friends and themselves.

3 Create a “personalized social environment”. While some of your employees may savor the idea of social recognition from peers and managers, other may cringe at the very thought. In the race to include social recognition, it’s important it allow for private choice in the matter of social sharing and include significant safety factors to protect the reputation and integrity of your corporate brand messaging. It’s wise to work with a recognition partner who is sensitive to the larger implications of these issues. At BIW, we build opt-ins and disable-choice features into every social recognition system we develop. Social media participation is a choice, not a default, and we work with our clients to ensure it’s used responsibly for their unique circumstances.

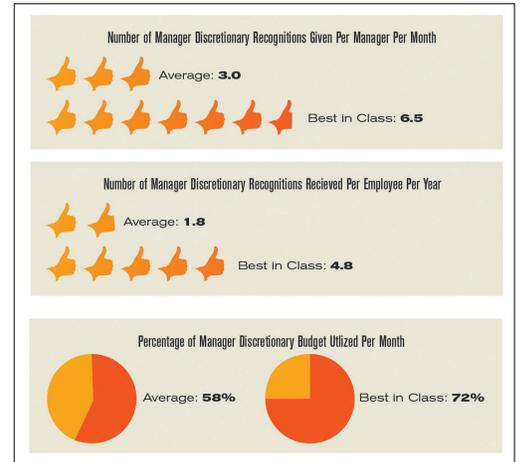
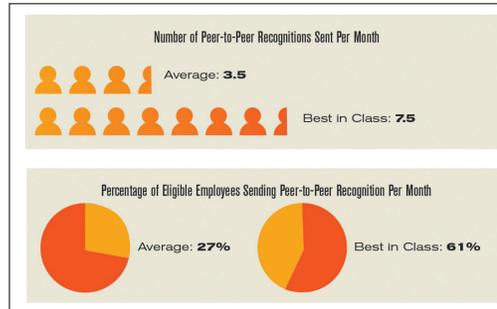
4 The middle (manager) matters. It’s been supported with research time and again: often, poor employee engagement isn’t an employee problem, it’s a manager problem. We know that a primary driver for employees leaving an organization is because of a poor relationship with their manager. When we work with a new customer to develop a tailored plan of engagement for their organization, we keep a clear focus on the managers, which is often the biggest weakness in strategies developed outside of BIW. According to the WorldatWork Trends in Employee Recognition 2013 report, only 12% of those surveyed said they had a formal training program for managers about their recognition

programs. BIW knows that with the right tools, attitude and training, managers can have a huge positive impact on employee engagement and effort.



5 Look to the best. Our size and scope of experience working with Fortune 100 companies gives us the unique ability to benchmark organizations that operate at above-and-beyond levels of employee engagement. With our guidance, other companies can benefit from the learnings of these top-performer examples and begin to reach for – and achieve – transformative levels of engagement throughout their organization. We can show you how your engagement and recognition activity stack up against best-in-class companies and then work with you to develop a clear blueprint for how you can harness the power of science to impact the behavior of your own employees.

Here are examples of the types of statistics we've collected from our best-in-class clients:



6 If the initiative isn't "glocal," it's not best-in-class.

Our model for delivering global employee initiatives is centered on the principle of glocalization, which is the "local" delivery of elements such as communications, design and rewards, with the "global" benefits of a centrally resourced performance improvement partner. BIW understands that the world market is a complex aggregation of local markets. We're technologically advanced enough, and nimble enough, to understand that any multi-country initiative must respond to unique drivers of language, law, customs, taxes and more. With regional offices in 14 cities around the world and programs operating in 120 countries, we are the smart choice for the "glocal" response that can make the difference in the success of any engagement initiative.

Contact us today

The science of behavioral economics, the expertise and the proven understanding of human behavior all add up to make BIWORLDWIDE the thoughtful voice to trust in the often-confusing conversation about employee engagement in today's workplace. BIW is a global leader in employee engagement and recognition strategies. Organizations partner with us to build engagement initiatives that harness the power of their managers and employees, using the latest technology and behavioral economics theory to create solutions to achieve strategic business objectives.

To learn more, visit: BIWORLDWIDE.com or email us at info@BIWORLDWIDE.com

