

HOW TO...

# INCENTIVISE

A happy worker is an incentivised one

**DENISE PORTER,  
SALES DIRECTOR OF  
INCENTIVE SOLUTION PROVIDER,  
LOVE2REWARD**

In an increasingly competitive environment, where staff are progressively looking to gain the best employee benefits, it has become critical for companies to ensure that reward and recognition mechanics are integral to any personnel programme.

Incentivising the workforce in a regular and transparent way is essential to keep staff motivated and, ultimately, helps to drive productivity. But how do employers ensure they have the right system and products in place for their own staff?

Prior to selecting a reward solution – be it monetary bonuses, gift vouchers, electrical goods or holidays – any specifier should look at the target audience in question. The offer has to be appealing, valuable and memorable in the minds of the recipient so it is vital to get under the skin of the recipient and match these needs to the product.

A good way to approach this is to ask the question of staff. It is a common myth that all sales teams would prefer money. Conduct a survey with employees to find out what portfolio of rewards they would like to see. The best results from programmes are driven from staff involvement and help to ensure that employees are committed to the reward offering.

Alternatively, providing variety in the portfolio is also an easy way to provide flexibility for the variety of groups, ages and types of people that make up a typical workforce. Gift vouchers, particularly multi-redeemer vouchers, where end users can redeem their reward in various ways, from the high street through to holiday destinations and leisure attractions can provide high levels of appropriateness across the various typologies.

Whether to offer one 'big carrot' or several



smaller gifts is a frequently asked question. Selecting products on the basis of the specific audience will, on the whole, help answer this. But it is also worth being mindful of the fact that smaller incentives, on a more regular basis, can often be viewed as more achievable and, as a result, offer higher levels of motivation.

However, putting the right incentive mechanic in place is half the battle. Communicating the scheme to the workforce at launch, and continuously throughout its lifecycle, helps to remind employees of the benefits on offer and drive loyalty. Regular and simple communication is recommended, be it through company newsletters, intranets or details posted on internal notice boards.

Implementing the right incentive scheme is ultimately about helping to drive a business forward but what it shouldn't do is cause a company more headaches and not offer value. Adopting products for an incentive scheme from a reputable company should be relatively painless for any internal department. Apart from an initial meeting where exact employee needs and quantities are identified, the vast majority of the implementation, including dispatch, lies with the supplier.

Whatever the final choice, rewarding staff in an appropriate manner can play an important role in increasing productivity, raising morale and retaining good staff – all significant

For further help on incentive programmes log onto [www.love2reward.com](http://www.love2reward.com)

## TOP TIPS

&gt;&gt; 1.

**ASK YOUR EMPLOYEES**

**WHAT PORTFOLIO OF REWARDS  
THEY WOULD LIKE TO SEE**

&gt;&gt; 2.

**SMALLER INCENTIVES ON A  
REGULAR BASIS CAN BE VIEWED  
AS MORE ACHIEVABLE**

&gt;&gt; 3.

**REMINDE EMPLOYEES REGULARLY  
WHAT IS ON OFFER**