



# WHAT YOU WILL LEARN

- ❑ Why engagement is the key to driving behavior change
- ❑ The dos and don'ts of recognition/rewards programs
- ❑ Why branding and communication are crucial for success
- ❑ Research and statistics that support best practices
- ❑ Where to receive additional information

Branding Behaviorism  
Communication Engagement  
rewards recognition

Recognition

# INGREDIENT: ENGAGEMENT

INGREDIENT: ENGAGEMENT

Engagement

Behavior

Branding

Communication

Recognition

Rewards

Ingredients: *en·gage·ment*

The extent to which employee commitment, both emotional and intellectual, exists relative to accomplishing the work, mission, and vision of the organization.

Source: merriam-webster.com

Branding Behaviorism  
Communication Engagement  
rewards recognition

Recognition  
Communication



# ROLE OF ENGAGEMENT

There is a direct correlation between the level of employee engagement and safety performance.

Improve employee engagement to improve safety!



# POLL #1

## Polling Question 1 Results

**What percent of your workforce do you think demonstrates a strong commitment to your company?**

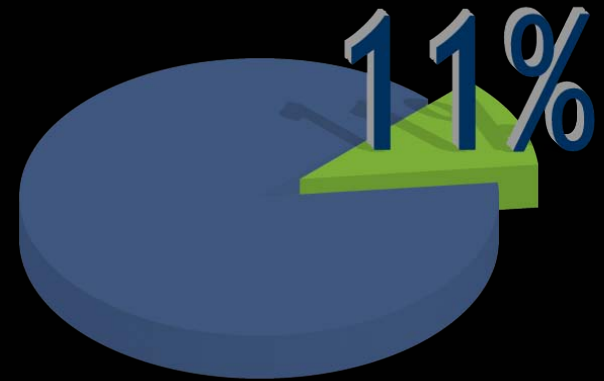


Branding Behaviorism  
Communication Engagement  
rewards recognition

Recognition  
Communication

# ENGAGEMENT REALITY

According to a study conducted by Human Capital Institute, only 11% of today's workforce demonstrates a very strong commitment to their organization.



Branding Behaviorism  
Communication Engagement  
rewards recognition

Recognition  
communication

# POWER OF ENGAGEMENT

- ❑ 85% of employees see a link between their level of motivation and the quality and quantity of their work<sup>3</sup>
- ❑ Disengaged employees cost the US economy \$416 billion annually<sup>2</sup>
- ❑ Turnover is 13% lower in organizations with high level of engagement<sup>2</sup>
- ❑ High-Engagement firms experienced an EPS growth rate of 28% compared with an 11% decline for Low-Engagement firms<sup>1</sup>
- ❑ Engaged employees are more productive, profitable, safer, create stronger customer relationships and stay longer with their company.  
(Gallup Management Journal survey, 1/12/06)

SOURCE: <sup>1</sup> Towers Perrin, <sup>2</sup> Gallup Poll, <sup>3</sup> Occupational Hazards Study, <sup>4</sup> SITE Foundation, <sup>5</sup> Human Capital Institute

Branding Behaviorism  
Communication Engagement  
rewards recognition  
Recognition

# ENGAGEMENT CONNECTION TO SAFETY

## Proactive Impact:

- Reinforce safe work behaviors - suggestions, near miss reporting, team meetings, VPP programs...
- Promote safety awareness at work, in the car, at home
- Increased retention of safety sensitive employees
- Enhance working environment - wellbeing, team building, social reinforcement...
- Promote learning and reinforce training

## Results:

- Reduced accidents & injuries
- Reduced safety related costs





# STRATEGIES FOR ENGAGEMENT

- ❑ Training & Development (safety and non-safety related)
- ❑ Safety Team Meetings & Ad-Hoc Meetings
- ❑ New Employee Orientation & Mentoring Programs
- ❑ Suggestion Programs & Employee Surveys
- ❑ Health & Wellness Programs

*According to a study by Gallup, 86% of engaged employees said they would characterize their interactions with coworkers as always positive.*

Branding Behaviorism  
Communication Engagement  
rewards recognition  
Recognition

# INGREDIENT: BEHAVIOR

INGREDIENT: BEHAVIOR

Engagement

Behavior

Branding

Communication

Recognition

Rewards

Ingredients: be·hav·ior

The response of an individual or group to its environment .

Source: merriam-webster.com

Branding Behaviorism  
Communication Engagement  
rewards recognition

Recognition

# BEHAVIOR THEORISTS

- ❑ Behavior Leads to Results
  - Herbert Heinrich - Published "*Industrial Accident Prevention*"
    - Heinrich's Law/Triangle (1-29-300)
    - 95% of accidents caused by unsafe acts
- ❑ Environment Leads to Behavior
  - Fred Manuele - Published "*Heinrich Revisited: - Truism or Myth*". Many changes since the 1920s
- ❑ Shortcoming in Management Systems
  - W. Edwards Deming
- ❑ Human error is rooted in the system surrounding it
  - Sidney Dekker - Published "*The Field Guide to Understanding Human Error*"

Branding Behaviorism  
Communication Engagement  
rewards recognition

Recognition

# BEHAVIOR AND MOTIVATION

## ❑ 20 / 60 / 20 Rule

- 20% are self-motivated
- 60% will respond to stimuli
- 20% cannot be reached

## ❑ Intrinsic vs. Extrinsic Motivation

- Intrinsic - Driven more by their perceptions of success
- Extrinsic - Driven more by recognition and rewards

*"Your safety program is designed perfectly for the results you are getting."*

Branding Behaviorism  
Communication Engagement  
rewards recognition

Recognition



# BEHAVIOR BASED SAFETY (BBS)

- ❑ The application of science of behavior change to real world problems
  - Buy-in from all
  - Based on scientific data
  - Common goals
  - Feedback and review
  
- ❑ Expectations for small gains over and over again
  - Continuous growth
  - Not a quick fix - a long-term commitment
  - 5,000 repetitions to develop muscle memory
  - Environment, equipment, procedures and attitudes

Branding Behaviorism  
Communication Engagement  
rewards recognition

Recognition

# STRATEGIES FOR POSITIVE BEHAVIOR

- ❑ Observations and worker feedback
  - Not concealed
  - Observes safe and unsafe behaviors
  - Compliments safe work practices
  - Explains the un-safe behavior and asks why
- ❑ Reports are generated
  - Not punitive for worker
  - Reports reviewed by a steering committee

*"Doing the same thing over and over and expecting different results...insanity!"*



# INGREDIENT: BRANDING

INGREDIENT: BRANDING

|            |          |          |               |             |         |
|------------|----------|----------|---------------|-------------|---------|
| Engagement | Behavior | Branding | Communication | Recognition | Rewards |
|------------|----------|----------|---------------|-------------|---------|

Ingredients: *brand·ing*

The process involved in creating a unique name or image ... aims to establish a significant and differentiated presence in the mind of others.

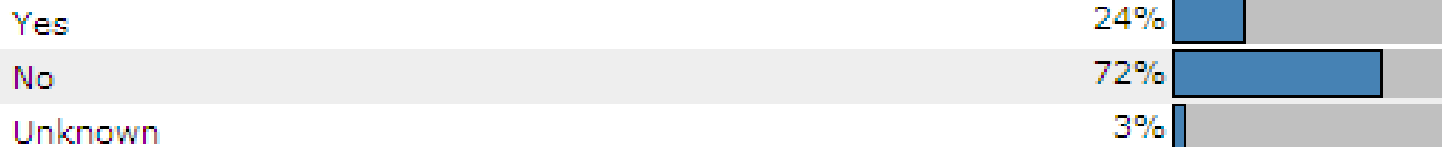
source: [www.businessdictionary.com](http://www.businessdictionary.com)



# POLL #2

## Polling Question 2 Results

**Has your company created a custom (unique) brand name for your safety program?**



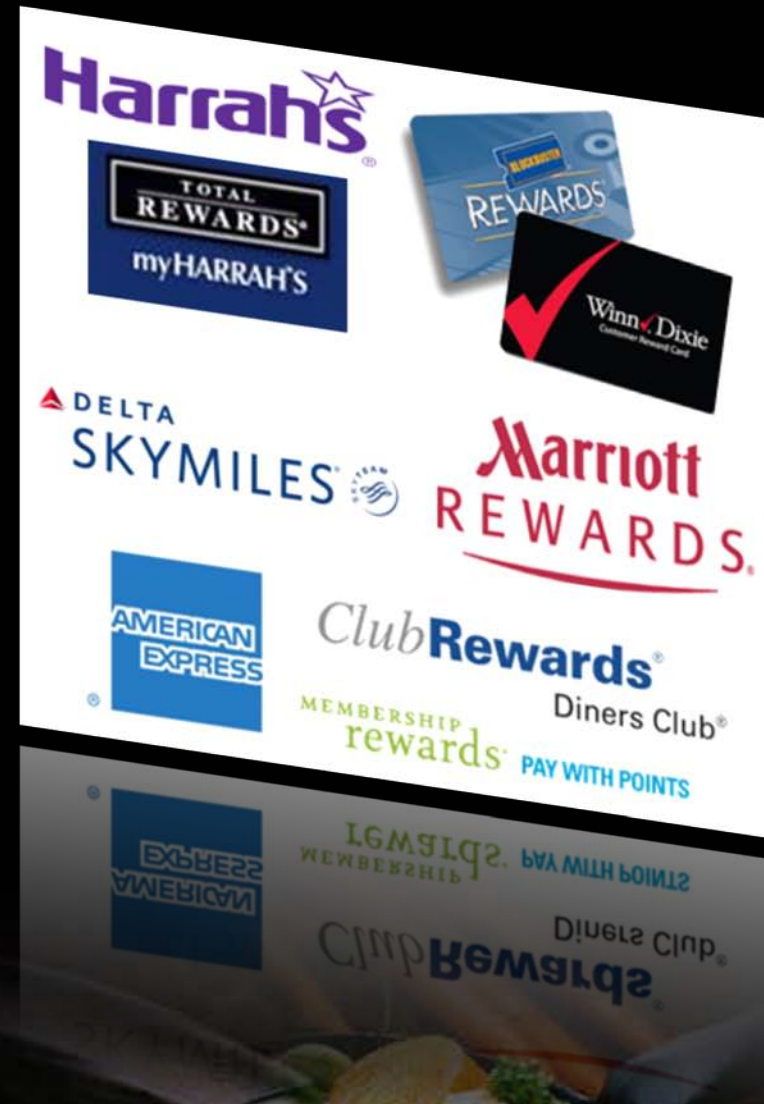
Branding Behaviorism  
Communication Engagement  
rewards recognition

Recognition



# POWER OF BRANDING

- ❑ There are 2.1 billion loyalty program Members in the US!
- ❑ Successful products have a strong identity and loyalty
- ❑ Well over 90% of all products sold carry a brand name
- ❑ Companies spend billions of dollars promoting their brand
- ❑ Incentive programs are widely used to generate brand identity



Branding Behaviorism  
Communication Engagement  
Recognition  
rewards recognition  
Communication

# INGREDIENT: COMMUNICATION

INGREDIENT: COMMUNICATION

Engagement

Behavior

Branding

Communication

Recognition

Rewards

Ingredients: *com·mu·ni·ca·tion*

A process by which information is exchanged between individuals.

Source: merriam-webster.com

Branding Behaviorism  
Communication Engagement  
rewards recognition

Recognition  
Communication

# COMMUNICATION CONNECTION

## ❑ Platforms

- Interactive - web, email, mobile, videos, surveys, quizzes
- Print - catalogs, flyers, letters, posters, vouchers, suggestion cards
- Graphics - logos, vision statement, tag lines, banners
- Content - testimonials, news stories, welcome messages, rules, FAQs
- Logo merchandise - service awards, safety kits, launch gifts

## ❑ Interactions

- Instant recognition, face-to-face, meetings, spot awards
- Feedback - training, orientation, surveys, quizzes

Branding Behaviorism  
Communication Engagement  
rewards recognition

Recognition

# RESULTS - BRANDING & COMMUNICATION

- ❑ Recognition of safety brand
- ❑ Understanding of shared goals
- ❑ Improved team environment
- ❑ Companywide commitment to safety!

Branding Behaviorism  
Communication Engagement  
rewards recognition

Recognition



# INGREDIENT: RECOGNITION

INGREDIENT: RECOGNITION

Engagement

Behavior

Branding

Communication

Recognition

Rewards

Ingredients:

rec·og·ni·tion

The act of formally acknowledging achievements.

Source: yourdictionary.com

Branding Behaviorism  
Communication Engagement  
rewards recognition

Recognition  
Communication

# POWER OF RECOGNITION

Properly designed recognition/rewards programs:

- Add emphasis to all elements of your safety program
- Optimize your engagement strategy
- Motivate proactive safe behavior
- Elevate employee communications
- Tie initiatives together (like safety & wellness)
- Improve employee engagement at all levels

Branding Behaviorism  
Communication Engagement  
rewards recognition

Recognition

# RECOGNITION & INCENTIVES

- ❑ 84.7% of respondents said their companies' safety consciousness increased as a result of their safety incentive program<sup>3</sup>
- ❑ Incentive programs aimed at individuals increased performance by 27%<sup>4</sup>
- ❑ Long-term incentive programs are more than twice as powerful than short-term (44% vs. 20%)<sup>4</sup>
- ❑ 92% of corporations reported that objectives were surpassed, met, or at least partially met through the use of incentive programs<sup>4</sup>

SOURCE: <sup>1</sup> Towers Perrin, <sup>2</sup> Gallup Poll, <sup>3</sup> Occupational Hazards Study, <sup>4</sup> SITE Foundation, <sup>5</sup> Human Capital Institute



# INGREDIENT: REWARDS

INGREDIENT: REWARDS

Engagement

Behavior

Branding

Communication

Recognition

Rewards

Ingredients: *re·wards*

A reward is something given to a person for the return of something.

Source: yourdictionary.com

Branding Behaviorism  
Communication Engagement  
rewards recognition

Recognition  
Communication



# BRANDS THAT MOTIVATE



**Cuisinart**

**GARMIN**

**Little Giant**  
Ladder Systems

REMINGTON

Telescope  
Casual

**ANOLON**  
GOURMET COOKWARE



**GUESS**



Sams<sup>o</sup>nite



**bissell**

**DEWALT**

Hamilton  
Beach

Melissa & Doug

**SAMSUNG**

**TREK**

**BLACK & DECKER**

**dyson**



MOVADO  
the art of time

**SEIKO**

**TUMI**

Callaway  
GOLF

*Emeril*



NIKE GOLF

sevylor

**TROY-BILT**  
BUILT FOR LIFE!

**Canon**

FARBERWARE

KEURIG

**Nikon**

**SONY**

**weber**

**Coleman**

**Fisher-Price**

**KitchenAid**

RALPH LAUREN

**STANLEY**

Whirlpool

Branding Behaviorism  
Communication Engagement  
rewards recognition

Recognition

# STRATEGY OF RECOGNITION & REWARDS PROGRAMS

- Clearly establishing goals and performance expectations
- Brand the program
- Provide ongoing communications
- Face to face recognition
- Use tangible awards
- Rewarding individuals for individual behavior
- Reasonable award values
- Reward all equally

Branding Behaviorism  
Communication Engagement  
rewards recognition

Recognition

# POLL #3

## Polling Question 3 Results

**How is your safety budget likely to change over the next 12 months?**



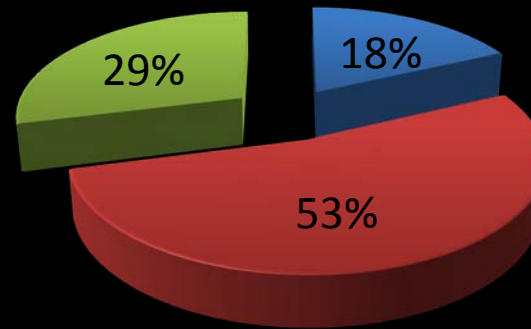
# BUDGET COMPARISON

## BUDGET COMPARISON

2010

2010

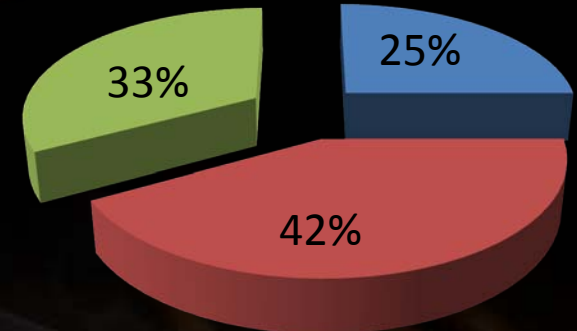
- 18% budget decline
- 53% budget to stay the same
- 29% budget increase



2011

2011

- 25% budget decline
- 42% budget to stay the same
- 33% budget increase





# REFERENCES & RESOURCES

- All Star Incentive Marketing - [http://www.incentiveusa.com/what\\_we\\_do/safe.php](http://www.incentiveusa.com/what_we_do/safe.php)
- American College of Occupational and Environmental Medicine, 'Association of Healthcare Costs With Per Unit Body Mass Index Increase', Dee Edington, 2006
- Employee Engagement Report, Blessing White, *Published April / May 2008.*  
[http://www.blessingwhite.com/eee\\_report.asp](http://www.blessingwhite.com/eee_report.asp)
- Forum for People Performance Management and Measurement;  
[http://infonow.com/typo3conf/ext/p2wlib/pi1/press2web/html/userimg/FORUM/Forum\\_Leadership\\_%20Study\\_Nov\\_2009.pdf](http://infonow.com/typo3conf/ext/p2wlib/pi1/press2web/html/userimg/FORUM/Forum_Leadership_%20Study_Nov_2009.pdf)  
<http://www.theirf.org/irfadmin/researchdocuments/Value-and-ROI-of-Employee-Recognition-WP.pdf>
- Gallup® Inc. (a leader in the collection and analysis of global data and measurements), 'Employee Engagement: A Leading Indicator of Financial Performance',  
<http://www.gallup.com/consulting/52/employee-engagement.aspx>

Branding Behaviorism  
Communication Engagement  
rewards recognition

Recognition

# REFERENCES & RESOURCES

- Society for Human Resource Management:  
<http://www.shrm.org/Publications/HRNews/Pages/WellnessReformBoast.aspx>  
<http://www.shrm.org/Research/Articles/Articles/Documents/07MarResearchQuarterly.pdf>  
<http://www.shrm.org/about/foundation/research/Documents/1006EmployeeEngagementOnlineReport.pdf>
- Sirota Survey Intelligence, 'The Enthusiastic Employee' By David Sirota, Louis A. Mischkind, Michael Irwin Meltzer 2009 [http://www.sirota.com/index.php?option=com\\_content&view=article&id=21&Itemid=28](http://www.sirota.com/index.php?option=com_content&view=article&id=21&Itemid=28)
- Test your EQ (Engagement Quotient) [www.incentiveusa.com/EQ.html](http://www.incentiveusa.com/EQ.html)
- Towers Perrin - Leading global professional services company that helps organizations improve performance.
- Brian Galonek CPIM - President of All Star Incentive Marketing and member of The American Society of Safety Engineers. [Brian@incentiveusa.com](mailto:Brian@incentiveusa.com) 800-526-8629

Branding Behaviorism  
Communication Engagement  
rewards recognition

Recognition