

Harnessing discretionary effort in tough times

IN THESE DIFFICULT times, businesses must do more with less. Whether you have had to manage redundancies or not; there may be less people in your business, less customers, less capital, less positivity and less cash. So it makes sense that for every business, harnessing their employee's commitment, productivity and their willingness to go above and beyond will be vital to ensure business success, or in many cases survival. New figures from Gallup show that 21% of employees across Australia are actively disengaged costing up to an estimated \$42.1 billion in lost productivity each year. This is simply untenable in such extreme economic times.

As HR Managers you are fully aware of the importance of tapping into the resource that is 'productivity', but the real challenge is the how?

For starters, the power of appreciation should not be underestimated. Anthony Sork, leading management consultant and international speaker on human capital says, "salary and remuneration is essentially regarded as compensation for minimum performance. Acknowledgement and recognition is the key driver of discretionary effort."

This all ties into employee engagement - a person's emotional and intellectual commitment to an organisation. The key: capturing the hearts and minds of employees. The catch: finding out what inspires employees to make that extra discretionary effort. The pay-offs: work becomes pleasurable, more

"We have now been using RedBalloon for two years and their program has been instrumental in improving cross departmental communication, discretionary effort and our engagement scores (statistically significantly as measured by Gallup). APHS employees now have a strong perception that they will be recognised or praised for good work, and RedBalloon is a well recognised currency within our organisation"

Cathie Reid
APHS GENERAL MANAGER

productive and more profitable.

The proven model for effective engagement is around acknowledging more people, more regularly. In his global study of over 200,000 people, The Carrot Principle, Chester Elton has discovered that the more appreciation a person gets the more likely they are to stay, and the more productive they are.

A well managed reward and recognition program provides a strategic tool for HR departments to simultaneously improve morale and productivity, and even deliver savings to the bottom line.

APHS which provides pharmaceutical supply and clinical services has almost 400 employees across Australia, are one client which has used the RedBalloon online points platform and experiences successfully to create

a deep-seated culture of appreciation, recognising staff for reaching their targets or going beyond the call of duty.

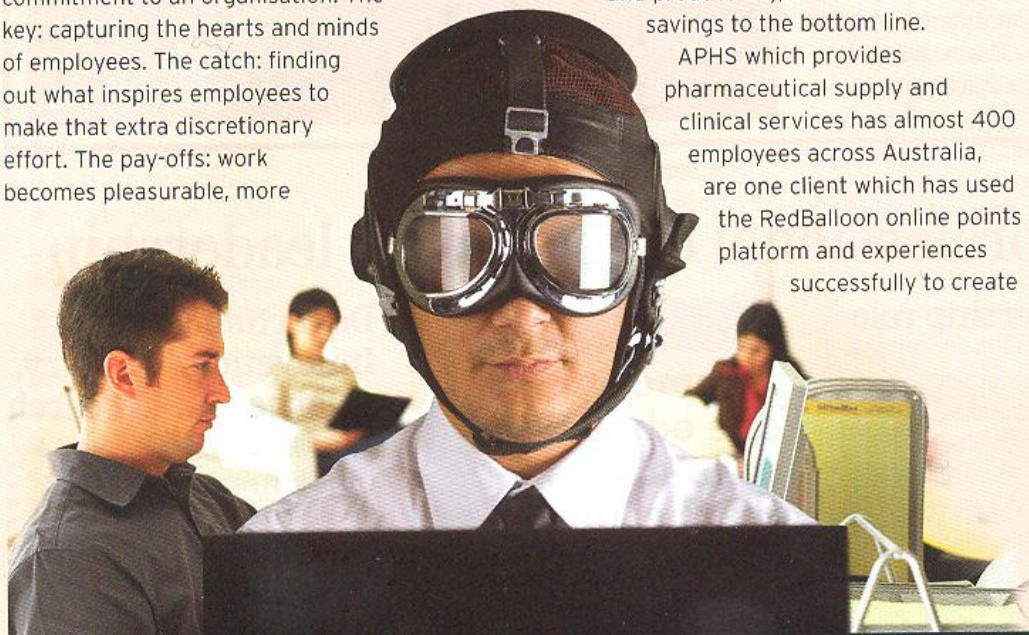
The RedBalloon rewards program gave APHS employees each their own account from which they can nominate colleagues for their contribution. Employees collect points, which can then be used to redeem for a RedBalloon experience of their choice, from the full range of more than 2,000 experiences.

"RedBalloon is creating a real buzz around our brand, by allowing people to do amazing things and share their experiences with their friends, families and colleagues. People love to talk... and we want them to be saying great things about us."

As Naomi Simson, RedBalloon founder and CEO stresses, "shared experiences produce relationships, they generate conversations, create memories and build emotional bonds; they are the currency of making dreams come true."

RedBalloon has been transforming workplace cultures through employee engagement and recognition programs for more than seven years. Having worked with over 1,400 companies including half of the BRW Top 100, it is its true passion to inspire people by providing amazing experiential reward programs. They practice what they preach and recently were awarded an independent engagement score of 97% by Hewitt Associates (the Australian average is 54%).

It will be the companies that foster creative and committed employees, and drive discretionary effort that will prosper in these tough times. If you're looking for help to unlock discretionary effort, contact RedBalloon's engagement consultants on 1300 850 940 or visit corporate.redballoon.com.au. ●



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