

# Achieve Brand Integrity<sup>®</sup>



## Potential Point™ Employee Engagement Solution

**Align and Engage Employees to Execute Strategy**

**Behaviors define the way you do business. They drive your culture, develop your brand from the inside out, and enable your differentiation in the marketplace.**

Our Achieving Brand Integrity Recognition Program™ transforms employee recognition into a pervasive leadership tool by aligning behaviors to company goals and engaging individuals to consistently share, recognize, and repeat the best practices that deliver meaningful results.

Unlike other reward and recognition philosophies that motivate people sporadically through one-time rewards, our solution inspires people every day through an ongoing cycle of collaborative and strategic recognition that helps employees:



- 1 Align** performance with business strategies, values, and goals
- 2 Applaud** each other for delivering the desired behaviors and experiences, and share stories of work done well
- 3 Assess** performance by mentoring and making best practices repeatable practices
- 4 Achieve** new levels of productivity, loyalty, and sales

Initiating this powerful collaboration within your environment is easy. Our Web-based engagement tool provides employees with a simple way to capture success. Our Program Management Service provides leadership with all the tools needed to measure and leverage this important data—from training and communications to reporting and analysis. Become trained and certified to run the entire program internally, or out-source these services to a Brand Integrity Engagement Program Leader.

Either way, the clear sense of purpose and trust your organization will build will create a meaningful and differentiated work culture that leads to higher attraction, satisfaction, and loyalty—with employees and with customers.



79% of employees are **unwilling** to go the extra mile to help their companies succeed.

Towers Perrin 2007 Study

“There’s no doubt our employees have a better understanding of what’s important. We’ve captured 400 stories to date, with more than 20 percent having ‘high impact’ on growth and our brand.”

**Brad Knight**

President  
Retirement Living TV  
(Named by *CableWorld* as “Top Places to Work in Cable”)

### Top Reasons Most Other Programs Fail

- 1** Too exclusive, limited participation
- 2** Difficult and expensive to manage
- 3** Focused on financial targets, not behaviors that drive sustained results
- 4** Leaders lack understanding and shared commitment