Bonadio Group partners with Brand Integrity

By GINO FANELLI

How do you keep people happy?

It's a simple question, and one most companies with a large employee pool would like the answer to. Most simple questions don't have simple answers, but Rochester's Brand Integrity believes they have found one for keeping employees excited about work: make them feel appreciated. As CEO Gregg Lederman explained, that breaks down to three core concepts: respect, purpose and relationships. Those concepts are displayed through employee recognition software offered by Brand Integrity, and picked up by Constellation Brands, Rite Aid, UR Medicine and the Bonadio Group. The latter, having seen a notable shift in corporate culture, has now partnered up with Brand Integrity to bring their software to the accounting firm's clients.

"What this employee recognition software does is recognizes people in our firm who represent our culture, and by culture, I mean our core values, our Bonadio purpose and mission," said Rochester Office Managing Partner for the Bonadio Group Bruce Zicari. "So those three things break down into the how, why and what."

The software, as Lederman explained, works much like an internal social media site, allowing employees to show their accomplishments and employers to give public recognition. That, he said, makes a world of difference.

"It allows us to capture successes and share it," Lederman said. "That's what we mean by 'strategic recognition.' At the heart of this platform is a social recognition platform. A lot of people compare it to your typical social platform, like Facebook."

Along with the social platform, Brand Integrity's software offers employee surveys, as well as customer feedback. All of these with the express purpose of understanding both employees and clients and engaging them. For employees, that engagement and recognition has shown to have some

impact. According to Brand Integrity's data pulled from clients, those using their systems saw 20 percent greater sales in a year, reduced employee employee turnover in the first six months by 45 percent and improved customer loyalty by 15 percent in one year. Lederman has taught this philosophy at the University of Rochester's Simon School for over a decade, and also in his NY Times bestselling "ENGAGED!: Outbehave Your Competition to Create Customers for Life."

"So take the Bonadio Group, they're all about helping their clients meet their business goals and measure results," Lederman said. "They're not just accountants, they're trusted advisors. And we're a perfect, natural fit for that, because we come in and put a platform in place that helps drive recognition, and then they can measure the engagement level and see how

their recognition activity is improving engagement, improving customer scores, as well as improving other metrics that matter most to that business."

As the roll out of Brand Integrity's software to Bonadio's clients begins, Zicari is confident that they will begin to see the same positive results that Bonadio has, over the seven years they've worked with the company.

"This is why he have very low turnover at our firm, at least partly, is because of these systems, people enjoy these systems and it works for us," Zicari said. "If the system is used correctly, because it's a commitment to get everyone in your business to use the software, the software is only good as the people using it. But if people are using it, and it leads to a culture of people being recognized for doing good things, then I absolutely think it will lead to lower turnover."