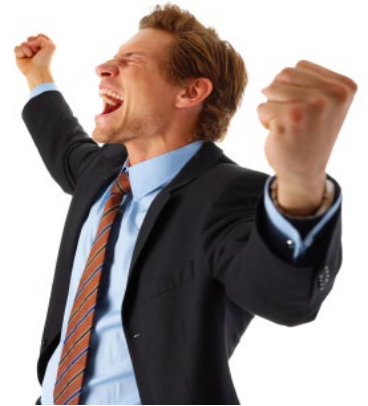


## 5 Step Guide - Launching a Successful Incentive Programme

Implementing an effective motivation or reward and recognition scheme which genuinely helps your organisation achieve its business goals, is not as difficult a task as it may appear at first glance. Ovation Incentives has listed below 5 elementary steps, which if followed will ensure your incentive scheme exceeds targets.



### 1. Rewards Offering

Utilising a range of high street branded gift vouchers and e-vouchers to motivate your target audience ensures that a culture of good behaviour can be easily reinforced. This is achieved by empowering participants the freedom to choose their own rewards. Offering hard cash runs the risk of the reward becoming part of the accepted pay structure, rather than an additional benefit. Gift vouchers also ensure that rewards are redeemed for something fun and desirable rather than the possibility of being lost in mundane activities such as paying bills and shopping etc. The use of Gift vouchers ensures that rewards are always redeemed for something special and memorable.

### 2. Establish Realistic Targets

If the parameters for winning an award are set too high, or not relevant to the scheme participants it will be impossible to engage and motivate any target audience to truly participate in the scheme. Set achievable mile-stones to create an element of stretch, and the desirability to reach the next target level or reward.

### 3. Ample Recognition

Ample recognition will reinforce the culture of good behaviours created through the reward programme and can be utilised to boost performance in any area of the business. Failure to acknowledging those who are either entitled or deserving of a reward can be counterproductive causing your target audience to lose impetus or simply not participate in the motivation scheme. Ensuring that rewards are awarded to those who are worthy of praise ensures that people will see the scheme as being fair and equitable. This will ultimately ensure better scheme engagement.

#### 4. Frequency of Rewards

Issuing rewards frequently or periodically ensures that participants are constantly reminded of the scheme mechanics and benefits; otherwise they lose interest and forget it. The key is not to award occasional big value rewards, but to offer multiple small reward values.

#### 5. Communication

Communication is the key to the success of any incentive programme. Participants should be aware not only of the criteria required to achieve rewards, but also what these benefits actually mean to the recipient with examples. Communications should be promoted clearly and consistently. Creating compelling image rich communications is also preferable to those containing a lot of copy. Consistently reinforcing this communication will ensure scheme uptake and ultimately the desired activity that is being incentivised.

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