



Guide: Celebrating Success Workshops

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This guide was created by Brand Integrity Inc. to correspond with Truth 9 of the *Achieve Brand Integrity* book. For help with this guide or any of its exercises, please feel free to contact us at info@brandintegrity.com or 585.442.5404.



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Part 1: Overview

It is important to get all employees in your company involved with your recognition efforts. One way to do this is to put together a presentation and interactive workshop experience where employees can come together to learn not only what other employees are accomplishing as noted through the evidence gathered, but also *how* they are accomplishing it.

These Celebrating Success Workshops also will help keep the company strategy top-of-mind for employees and motivate their continued buy-in (understanding, commitment, and action).

The purpose of this guide is to assist facilitators through the process of bringing large groups of employees together to introduce and/or share the successes of the Achieving Brand Integrity Strategy Alignment and Employee Recognition Program.



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Part 2: Organizing Pre-workshop Activities

Note: The Celebrating Success Workshop Guide can be used for the initial Kickoff Workshop for your program.

Items in red are not included in the Kickoff Workshop.

1. Give each participant the “Brand In Action” Nomination Form (see Part 4 of this guide) 1 to 3 weeks prior to the workshop along with communications outlined below. Share the following directions:
 - The “Brand In Action” Nomination Form is the ticket into the workshop. Employees should bring the completed nomination that can be shared with others during the workshop.
2. Write a letter or e-mail participants explaining your program, the reason why it is being implemented and the expectations for participation. Also include the business results you expect to witness as a result of the program.
 - Include directions for how to write a good nomination.
3. **Purchase meaningful prizes to give to Power of the Brand winners.**



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Part 3: Setting the Agenda

The following is an agenda for a Celebrating Success Workshop. Workshops usually last approximately 1 to 2 hours and should involve as many employees as you can bring together at one time. The size of the gathering also should be determined by your ability to effectively divide people into smaller groups for sharing nominations.

Note: The Celebrating Success Workshop Agenda can also be used as a guideline for an initial Kickoff Workshop for your program.

Items in red are not included in the Kickoff Workshop.

1. **Workshop Welcome:** Opening remarks
2. **Presentation:** A quick overview of your company strategy: who you are, what you do, why it matters, and the key results you are tracking to measure performance.
3. **Program Status:** Review program successes since last Celebrating Success Workshop.
 - Suggested items to consider sharing include:
 - > Participation statistics
 - > Enhancements to the program
 - > Activities in place to stimulate participation
 - > Quantifiable results based on evidence gathered
 - > Great nominations
4. **Program Education:** A short review of how to participate in the program.
 - Include:
 - > Participation expectations
 - > How to write a good nomination
 - > Rules and guidelines
 - > Role of the recognition team
 - Demonstration of your program. Note: Perform a shorter demonstration for Celebrating Success Workshop and a more comprehensive demo for Kickoff Workshop since the program is being introduced to most participants for the first time.
5. **Group Exercise:** The Brand In Action
 - Note: Participants completed the “Brand In Action” Nomination Form prior to the workshop and were instructed to bring it with them. While this was their ticket to get in, they will need to use the information for this exercise.
 - Break participants into groups of 3 to 10 people to share their Brand In Action Nominations. *(For 3 to 5 people you should have a 20 minute breakout. For 5 to 10 participants, you should schedule at least 30 minutes to share nominations.)*



- > Each group votes for the nomination that they believe had the greatest impact on the company brand and the key results achieved (see Brand In Action Nomination Form in Part 4).
- **Group Presentations:** The Power of the Brand Awards
 - > Ask each group to select a presenter to share the nomination with the most impact.
- Vote for winners
 - > There are many ways to organize the voting for selecting the winners including:
 - Pick one person to make the decision
 - Establish a panel of 3 or 5 people to make decision
 - Have all participants clap for their favorite (with the rule that you can't clap for your own group's nomination).
 - Present the Power of the Brand Awards
- 6. **Group Exercise** (*optional/time permitting*): Evidence Sharing
 - Break participants into groups of 3 to 10 to share ideas for future nominations (these should not be the same groups as before).
 - > Ask participants to complete a "Brand In Action" Nomination Form for a future nomination.
 - > Ask participants to share their nominations with the group and discuss the impact on the company brand and key business results.
- 7. **Workshop Close:** Final remarks
 - Thank participants for keeping the strategy of the company and their role in delivering it as a top-of-mind priority each day.
 - Thank participants for program participation.
 - Share that you're looking forward to hearing about more successes in the coming months.

Note: Consider running a Campaign¹

It is strongly recommended that you develop a newsletter for your program that can be distributed (preferably electronically) on a quarterly basis. In the newsletter you can highlight great examples of employees who are catching others delivering the company brand and leading to success for the company. The newsletter also can be an effective communications tool for keeping employees up-to-date on program success and new features.

At Brand Integrity we have a newsletter template called Strategy Living™ that we send to our clients on a quarterly basis. If you would like to see a copy of the Strategy Living Newsletter or discuss and explore Celebrating Success Workshops further, please contact us at info@brandintegrity.com or by phone at 585.442.5404.

¹ Campaign: A promotion to encourage employees to do and find others doing certain types of behaviors. Campaigns can be run for any behavior-driven result you want to emphasize in your organization.



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Part 4: The “Brand In Action” Nomination Form

The following is a simple nomination framework that can be customized to your company. The Performance Indicators included in the form are for illustration purposes only.

What is your name?													
Who do you wish to nominate?													
Date of evidence													
Choose the Brand Lens concept(s) that apply to this evidence <i>(You may select more than one)</i>	<table border="1" style="width: 100%;"> <tr> <td>Brand Lens Concept 1</td> <td style="text-align: right;"><input type="checkbox"/></td> </tr> <tr> <td>Brand Lens Concept 2</td> <td style="text-align: right;"><input type="checkbox"/></td> </tr> <tr> <td>Brand Lens Concept 3</td> <td style="text-align: right;"><input type="checkbox"/></td> </tr> <tr> <td>Brand Lens Concept 4</td> <td style="text-align: right;"><input type="checkbox"/></td> </tr> <tr> <td>Brand Lens Concept 5</td> <td style="text-align: right;"><input type="checkbox"/></td> </tr> <tr> <td>Brand Lens Concept 6</td> <td style="text-align: right;"><input type="checkbox"/></td> </tr> </table>	Brand Lens Concept 1	<input type="checkbox"/>	Brand Lens Concept 2	<input type="checkbox"/>	Brand Lens Concept 3	<input type="checkbox"/>	Brand Lens Concept 4	<input type="checkbox"/>	Brand Lens Concept 5	<input type="checkbox"/>	Brand Lens Concept 6	<input type="checkbox"/>
Brand Lens Concept 1	<input type="checkbox"/>												
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Brand Lens Concept 4	<input type="checkbox"/>												
Brand Lens Concept 5	<input type="checkbox"/>												
Brand Lens Concept 6	<input type="checkbox"/>												
Describe the event including behaviors, benefits, and impact on company success <i>(Be specific. Instead of just saying John is great, talk about a specific time John was great and what he actually did. The more specific you can be, the more meaningful the nomination is to people and the company.)</i>													
Event title <i>(Think of a catchy phrase like a newspaper headline)</i>													



Company results	Performance Indicator ² (for illustration purposes only)	Results: select one for each indicator.			
		N/A	Low	Med	High
(Select performance indicators the nomination applies to and check the impact of events)	Customer Growth (new sales)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Customer Loyalty (customer retention)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Strengthening Work Culture (employee satisfaction)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Enhanced Brand Image (stronger reputation)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Work Process Efficiency (operational excellence)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Five Ingredients for a Great Nomination!

1. Provide a **good, but brief** description of what happened.
2. Include **clear evidence** in the form of a **specific behavior** performed by an employee or delivered to another employee or customer.
3. **Make it memorable.** Provide a title on it like a newspaper headline.
4. Provide a clear link to **at least 1 Brand Lens concept.**
5. Connect it to a **Performance Indicator.**

² Performance Indicator: an impact area that your company is already measuring or would like to start measuring that will be indicative of success.

**COMMENTS? SUGGESTIONS?**

Brand Integrity is dedicated to the continuous improvement of our processes and deliverables. We welcome any feedback or suggestions you may have. Visit us at www.brandintegrity.com, e-mail us at info@brandintegrity.com, or give us a call at 585.442.5404. Our team will be happy to hear from you.