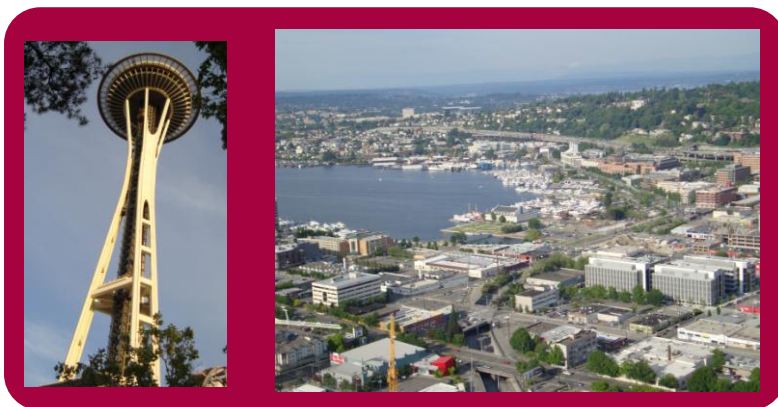




Inspired by you

Worldatwork Conference Feedback

An overview of Seattle, the conference and key insights



Dianne Auld
Cape Town
9 September 2009



Content

- Seattle, the city and major businesses
- The conference
- Key insights
 - Steve Lundin – Fish! and Cats
 - Plenary Forum - Microsoft, Starbucks, T-Mobile, ROE
 - Recognition talk



Seattle – the city



Seattle – where is it?



- In the state of Washington
- Sandwiched between Puget Sound to the West and Lake Washington to the East
- Very green, very scenic, lots of water
- Down town area is very attractive, well laid out, wide roads, tourist friendly

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What is Seattle famous for?

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The Space Needle



- 184m tall
- Built in 1962 for World Fair
- Revolving restaurant and observation desk at the top
- Survived an earthquake of 6.8 in 2001

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Views from the Space Needle



Lake Union on the one side



And Puget Sound on the other



Ride the Ducks



You go on the land

And into the water!



Starbucks

And today, a Starbucks (literally) on every corner

The original Starbucks, est 1971 in Pike Place market, still there!



The tour guide told us there are over 600 SB outlets in Seattle!

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Pike Place Market

The book Fish! is based on this market



Incredible energy and vibe





Enticing food

Amazing displays

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Funny books

Buskers and bands



The weather – it's supposed to always be raining

Did an audience poll on highest rainfall

- Seattle 38 inches
- New York 45 inches
- Atlanta 46 inches
- Miami 60 inches



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Famous companies based in Seattle

Microsoft	Google
Amazon.com	T-Mobile
Boeing	Alaskan Airlines
Starbucks	Nike
Nordstrom	Recreational Equipment Inc

Seattle has the highest education levels in the US

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**Worldatwork and the
conference**

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Worldatwork and the conference

TOTAL 2009 REWARDS

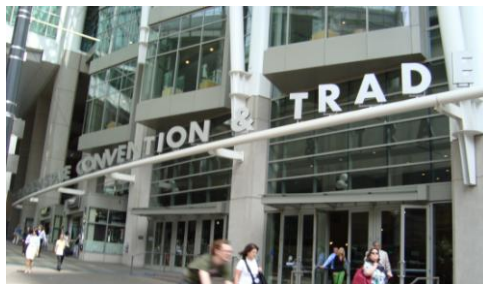
- Incredibly organised
 - Registration, lanyards, signage, exhibitor hall, information booklet, catering, book store, cyber cafe, door key
 - Sponsorship of everything
 - Great functions
- This year – green focus
 - Coffee cups and plates – recycled material
 - Drinking bottle and filtered water
 - No printed handouts

HayGroup®

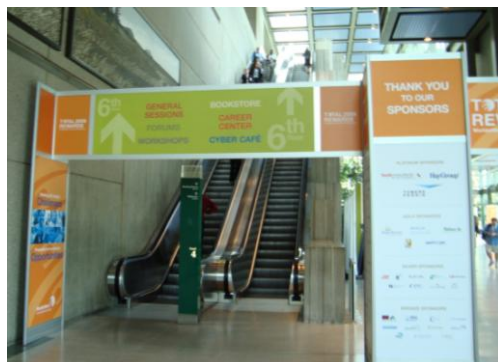
TOWERS
PERRIN

buckconsultants
an ACS company

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Worldatwork and the conference



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**Social Event at the
Museum Of Flight**



Exhibitors

- Huge exhibitor hall with 158 exhibitors
- Creative techniques to get you to visit stands
 - bingo card, competitions, prizes, gifts, sweets, chocolates, stationery, special offers, draws



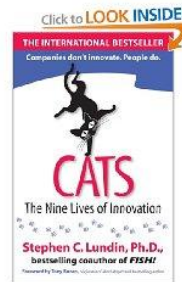
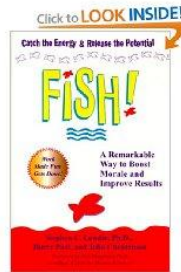
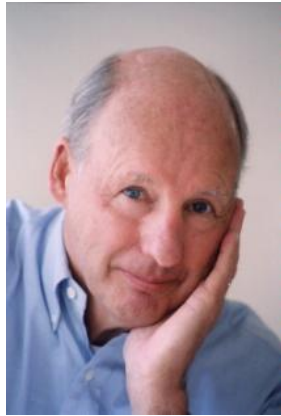


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Key insights – Steve Lundin

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Key Note Speaker – Steve Lundin, author of FISH! And CATS



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Key Insights from Steve Lundin – Fish!

- Doesn't like term – work-life balance
- Fish! - a story of workplace possibilities based on lessons learned in the Pike fish market
 - Play
 - Make their day
 - Be there
 - Choose your attitude
- Ken Blanchard and the credit card
- Poem – One day you knew what you had to do and you began.



Key Insights from Steve Lundin – Cats

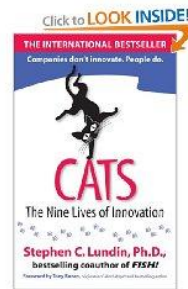
- Curiosity killed the cat. Designed to stop us innovating
- All have the capacity to innovate
- 4 major challenges / barriers to innovation:

Noise, clutter and fear - be brave ('fraidy cats never innovate)

Stop **being normal** (make your own rules!)

Embrace **failure** (it's the only way to learn)

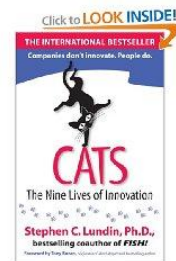
Leadership - Foster creativity (don't be a control freak)



Key Insights from Steve Lundin – Cats

9 lives of innovation to overcome the barriers

- 1 – create an innovation friendly environment
- 2- 3 – be prepared, know norms
- 4 - 6 – welcome different types of provocation
- 7 -8 – respond to failure, fail early and fail well
- 9 – leadership matters



Key insights – World Class Organisations Plenary



Key insights from plenary session: What world class organisations are doing to ensure total reward success

Panel discussion with

- Microsoft
- Starbucks
- T-Mobile
- Recreational Equipment Inc



Microsoft

Microsoft

- Send all employees on a course on precision questioning – how to ask the right questions. Should take no more than 2 to 3 questions to get to the heart of the problem.
- Tons of employee surveys. Take employment brand as seriously as the Microsoft brand.
- Motto – your potential, our passion. Hire only passionate people. Hire 1200 people directly off campus each year.
- All employees feel free to write e-mails to “Bill and Paul” and expect feedback.
- Always had a very high trust index. But did go down in 2009 because of pay freeze and up to 5000 people being retrenched.

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Starbucks

- Don't regard themselves as being in the coffee business. They are in the people business serving coffee
 - Coffee has to be the best
 - In store experience has to be the best
- Re-designed incentive scheme for store managers based purely on revenue, because margin and product mix were difficult to understand and communicate
- “If not understandable, clear and dependable, you lose their hearts and minds.”
- All store partners who work 20+ hrs per week get “beanstock” - \$1 000 shares in 1992 worth \$17 000 in 2009, 19% annual compound growth. Everyone gets free coffee each week.
- 401 k (retirement) plan – called future roast



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T-Mobile



- Polled their staff and instituted a pay freeze rather than retrenchments based on feedback.
- Personal cascading of info through the company rather than e-mail
- Work with Bright Horizons to provide back up child and elder care – helped with productivity.
- Every single employee on some form of variable pay – quarterly bonus programme changed every quarter
- Amazing recognition program – fishbowl Friday



Recreational Equipment Inc



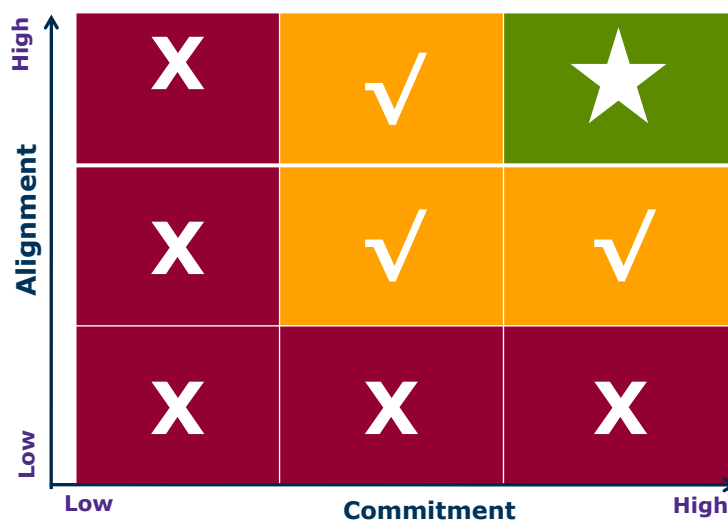
- World's premier outdoor gear store
- Co-p with 3.7m members
- Attitude surveys – 90% of employees say they have fun at work. Encourage staff to experiment with all the stuff in the store, climbing walls etc.
- In early October – twinkie roast – wear all their winter clothes, have fun.
- Grants for outdoor adventures - balance one of their top 6 priorities.



Key insights on recognition

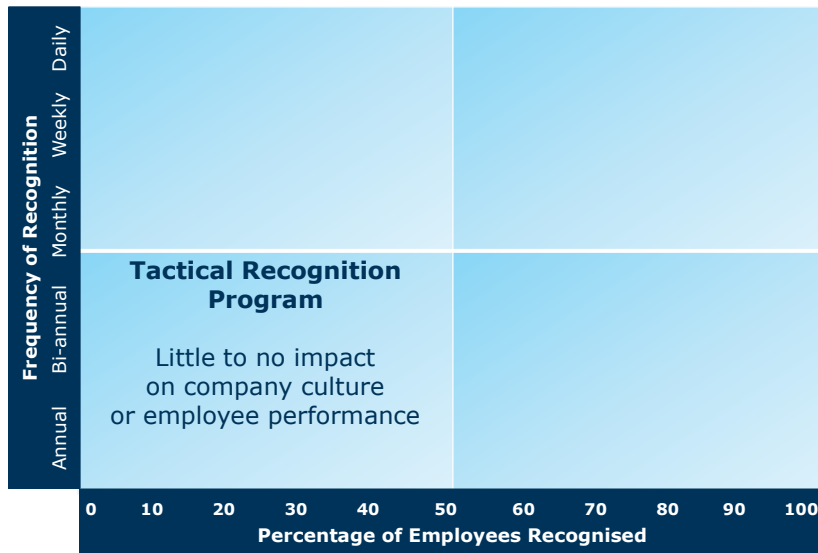


Employee Engagement Matrix



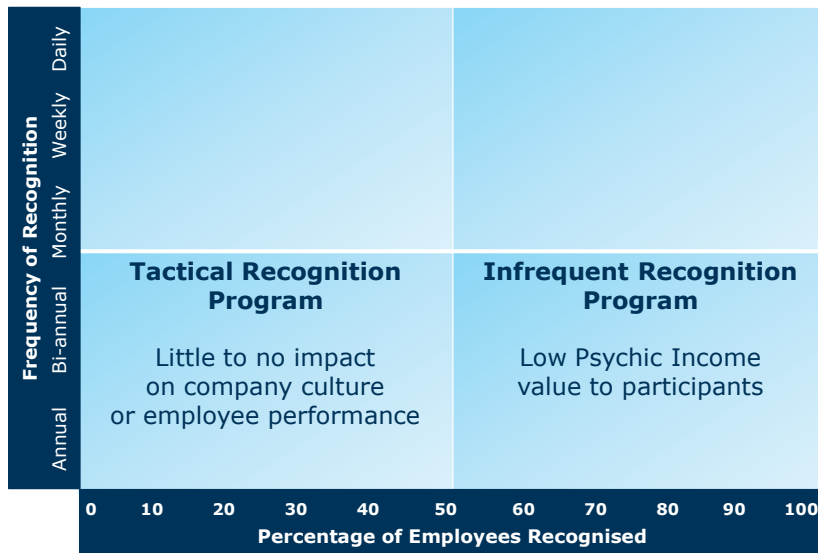
Globoforce - Global strategic Recognition - Presentation at WAW Conference - May 09

How Recognition Programs Stack Up



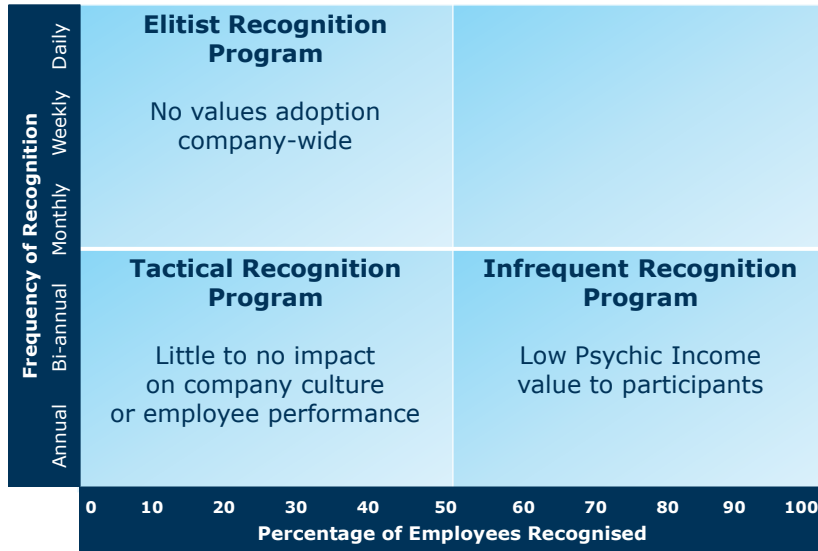
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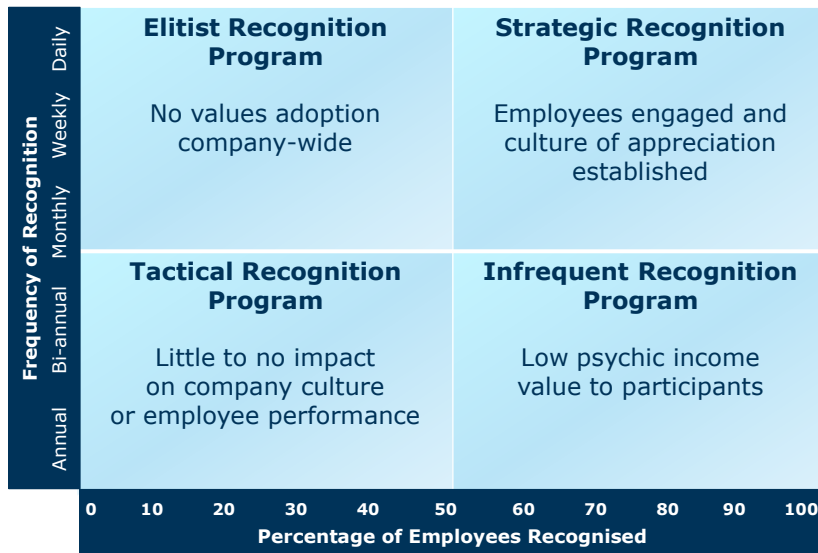
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How Recognition Programs Stack Up



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How Recognition Programs Stack Up



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Intuit Recognition Program Presentation – WAW 2009 Conference

- Headquarters in California
 - 8000 employees located in 8 countries
 - Leading provider of financial management, tax and online banking solutions for small to mid-size businesses
 - A Fortune magazine “100 Best Companies to Work For” company (2008); “World’s Most Admired Companies” (2009)
- Introduced Spotlight Recognition Program
 - Recognition activity increased 400% with Spotlight program
 - >80% of employees touched by the Spotlight program annually
 - 93% of employees agree Spotlight Awards help motivate sustained high performance
 - 98% of Intuit leaders agree they understand the recognition philosophy

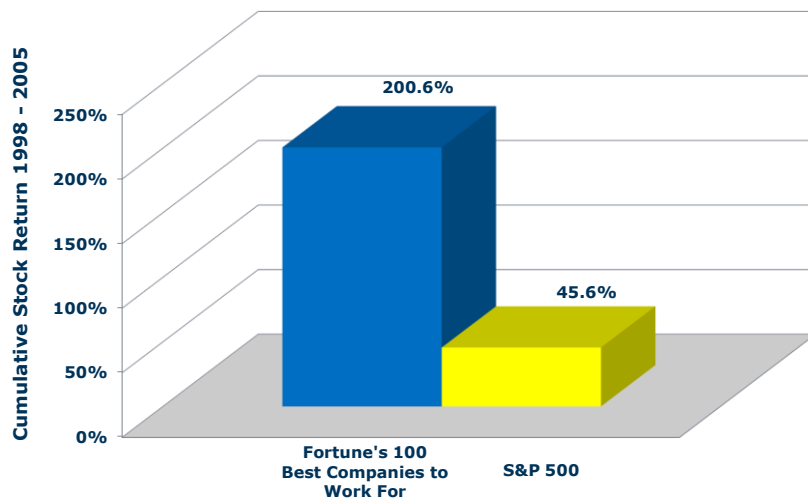


Nortel Recognition Program Presentation – WAW 2009 Conference

- Headquarters in Toronto, Canada
 - 26000 employees located in 60 countries
 - Enable connectivity to 100+million enterprise users
 - Serve 90% of Fortune 500 companies.
- Introduced Excellence Recognition Program
 - Full peer to peer recognition in 4 languages
 - 70% of awards are approved and delivered to the recipient on the same day
 - 12,997 awards issued in the first 9 months of the program
 - Program tripled the number of awards given per month (within the same overall budget)



2006 Russell Investment Group Analysis



Globoforce - Global strategic
Recognition - Presentation at
WAW Conference - May 09

**All in all a great conference
and a beautiful city!**

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