



‘Dynamic motivation to improve staff performance and company bottom line’

## MOTIVATION case study

# Hays Accountancy (specialist recruitment)

## Background and requirements

Hays Accountancy and Finance is the UK's leading financial recruitment consultancy, operating through 172 offices in the UK and Ireland.

The brief was to help the organisation improve its business, in a difficult operating climate, through the use of staff incentives, recognition, and engagement programmes.

## Target audience

850 staff through 172 offices

## Overall strategy

A key step was to research staff attitudes towards the planned programme and gain valuable input and engagement during the process.

The overall strategy was characterised by:

- the development of a dynamic theme and interactive website as a focus for measurement, communication and reward

- a fixed budget award structure, which meant that the client did not have an open ended commitment to the programme
- a programme designed to self liquidate – thus all costs were paid for out of incremental business
- physical support for managers cascading the detail of the incentive to their staff
- a system which measured financial and other KPIs was created to level the playing field and better incentivise the whole work force
- a recognition element where managers' had the discretion to award staff who 'lived' the Hays values and vision. These behaviours were recognised and rewarded via electronic scratchcards
- recognition delivered through on-going communication: newsletters, e-shots, posters, letters and bulletins, plus winners' interviews on the news pages of the website every week

## The results (after 5 Months)

KPI related activity increased by 10%.

