

# CASE STUDY:

## Recognition Training Modules Based on Extensive Client Research Generate Increased Engagement

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### The Challenge

A Fortune 500 healthcare products manufacturer wanted to enhance the value of their reward and recognition program. The company wanted to develop manager training recognition modules to reinforce its enterprise-wide reward and recognition program. In addition, it was determined that the online modules had to be developed in a way that supported the organization's desired "Culture of Appreciation." These criteria needed to be applied to all elements of the company's reward and recognition program, including program rules, processes and online recognition tools.

#### These online recognition tools included:

- "Culture of Appreciation" manual. This detailed the program requirements of the initiative.
- Recognition guide. The course book highlighting key recognition and reward content.
- Program/training agendas
- E-learning course consisting of 10-12 eLearning modules
- Website content
- Meeting-in-a-box. For use by managers to launch the program and train their direct reports.
- Ongoing promotion and recognition support material (white papers, best practices, etc.)



## The Solution

The company engaged Marketing Innovators International, Inc., (MI) in the design, development and deployment of their key reward and recognition program, including the development of a recognition educational syllabus.

Marketing Innovators approached the project by facilitating focus groups, phone interviews, surveys, and one-on-one interviews with key stakeholders throughout the organization. The information gathered from these surveys and interviews was used to refine the planned program's rules, structure and recognition management processes. It was also used in conjunction with the outcomes from structured small-group discussions to develop a manager recognition curriculum. The final curriculum was composed of 10 study guides and recognition resources that were housed in the document library section of the company's recognition platform.



## The Results

The client credits the solution, which includes study guides/quizzes, recognition resources, and best practice white papers, for the successful adoption of the recognition system, improved manager program immersion, and increased levels of employee engagement resulting from the timely delivery of sincere appreciation and relevant awards.



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