

# Design and Implement Effective Incentivization Programs

## Industry Pain Points

Banks and insurers are currently facing the following pain points:

- Outdated or missing incentivization programs are not matching the needs and wants of the employees.
- Expensive extrinsic incentives such as monetary or kind-in bonus blow budgets without delivering true-value results.
- Determination of the right mix between the various incentivization possibilities causes insecurity and aimlessness.
- Insufficient incentivization management structures result in low participation and poor idea-to-project conversion rates.

## Challenge

Incentivization programs in organizations often lag behind the rapid development of business innovations and employee expectations. They slowly evolve over the years but are rarely adapted to the latest organizational needs. And while some financial services providers managed to get up to speed, most of them face a lack of scope, steering and, most importantly, efficiency as a result. Several studies have highlighted that the design of a distinct incentivization program is a crucial component to motivate employees to contribute with their ideas to innovation.

While a straight-forward though may suggest to simply pay employees to engage in innovative behavior to foster ambition and professional growth, practice shows different. In fact, initially paying employees to participate in innovative activities

may even be counterproductive. Instead, incentivization processes should be oriented along the power of social recognition, nonmonetary reward systems and organizational citizenship behavior, placing the employee and the creation of added value in the focal point.

## Approach

Together we establish a tailor-made incentive program for your employees to improve the idea and innovation management. Thereby, various dimensions are considered:

- How do you reward?
- Who do you reward?
- When do you reward?
- Who decides whom to reward?

In a first step, we assess where you stand and define goals and deliverables to identify gaps. This provides the base for the development of an action plan. Together we evaluate the needs wants of your employees and explore possible platform partners while keeping in mind the various dimensions for the incentivization program.

During the set-up and implementation, we provide support through our expertise in innovation and project management, quality assurance, change management, business analysis, information architecture as well as development throughout the project. Our extensive and proven knowledge in insurance, reinsurance and banking quickly establishes a common understanding of the topics, which allows us to discuss and adapt processes to our clients' specific needs, form the basis for detailed requirement definitions and create a unique competitive advantage.

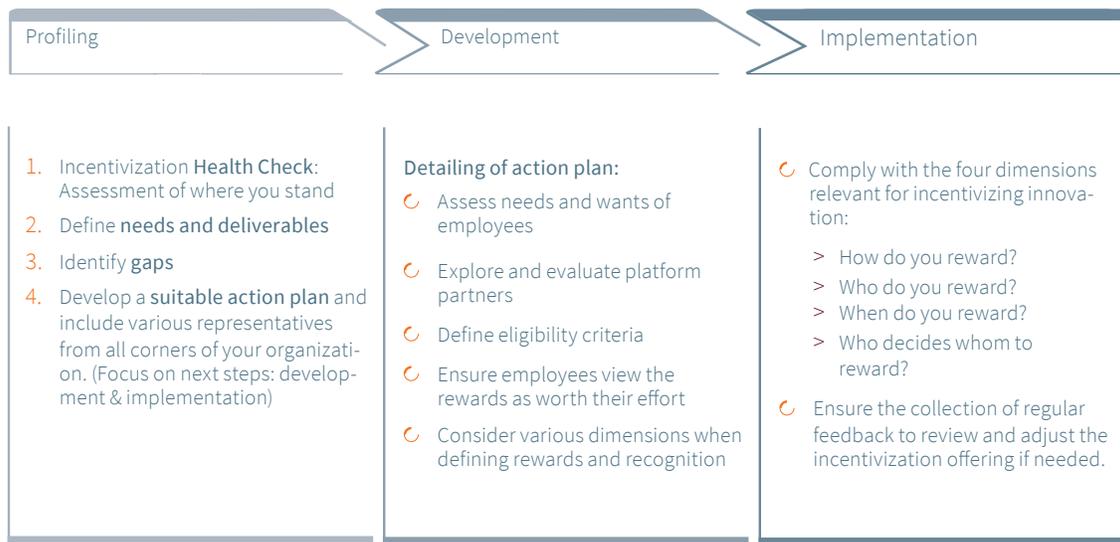
## Expertise

Synpulse provides a state-of-the-art banking solution in innovation and project portfolio management. With our excellent track record in innovation and change management as well as our proven agile toolbox we develop together an incentivization program tailored to your company's needs. Our practical know-how and hands-on experience of industry-related challenges allow us to quickly assess the situation and systematically plan and prepare implementation.

## Benefits

Banks with an optimized incentivization management unlock the following potential:

- ⦿ Boost in idea quality and quantity through a streamlined incentivization process
- ⦿ Increased revenue and profitability due to a larger number of realized ideas
- ⦿ Improved staff retention, motivation and easier recruitment through a reputation for fostering innovation and personal engagement
- ⦿ Person-specifically adapted benefits lead to higher employee satisfaction.
- ⦿ Transparent and fair incentivization program finds widespread acceptance across the organization.
- ⦿ Continuous track of the incentive program allows for a comprehensive evaluation and determination of the right mix.



Source: Synpulse