

# | The McCoy Story

An Umbrella Recognition Program Focused on Spot Recognition and Safety in the Workplace



## Background:

McCoy Workplace Solutions, located in Southeast Texas, Provides a full range of products and services as a solution to Workplace needs. McCoy believes that a workplace is the stage for business performance. Its layout, furnishings and technology all contribute to the success of a business.

At McCoy, it is imperative that safe behaviors are promoted and practiced in the workplace. Safety is crucial to the way they operate their company and it has a huge impact on the quality of their products and the way they are delivered to the customer. McCoy Rewards, Safety Matters is about encouraging and rewarding behavior that contributes to a safe and supportive work environment.



## Key Objectives:

- Create a culture of safety awareness within McCoy Workplace Solutions
- Develop an umbrella recognition program that would allow McCoy Workplace Solutions to have one consistent, cohesive approach to employee recognition and performance initiatives
- Reduce company costs by improving safety performance
- Create a motivating, engaging program to help drive safety awareness and recognize employees who work hard to achieve company goals
- Include On-the-Spot recognition to provide management with a tool that would allow them to recognize desirable employee behaviors and reward such behaviors accordingly

## Motivo Performance's Solution:

### Program Design:

- The Motivo team met with McCoy Workplace Solutions leadership to identify their business objectives and then developed an implementation plan for the McCoy Rewards Program.
- The McCoy Rewards Program recognizes employees for working and driving safely. Employees have the opportunity to earn points in the following categories:
  - Completing all required OSHA and Online Training
  - Attending Safety Meetings
  - Having Zero Individual Safety Infractions
  - Annual McCoy Safety Goal Bonus Opportunities



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## **Communications:**

- To effectively communicate the program to participants, Motivo Performance worked hand-in-hand with key members at McCoy Workplace Solutions to introduce the McCoy Rewards, Safety Matters program.
- A brochure was developed with a punch out wallet-card. The card was designed to allow the employee to write in their username and password for the web site.
- On-the-Spot Recognition Cards were developed to give management an easy tool for instantly recognizing employees.
- Birthday Cards were developed to help recognize employee birthdays and a safe year of work.

## **Technology:**

- The program web site features a personalized account for each program participant where they can view program rules and frequently asked questions, browse for rewards and redeem online.
- A complete online catalog features merchandise awards, travel packages, apparel, and quarterly featured products.
- Online administration tools are available, such as activity reports, issuance and redemption information.

## **Analysis & Results:**

McCoy Workplace Solutions believes this recognition program has helped them increase awareness of safety goals and will be an important part in their overall business growth strategy.

