

# THE STALLION OILFIELD SERVICES STORY:

A SAFETY RECOGNITION PROGRAM THAT REWARDS STALLION EMPLOYEES FOR MEETING AND EXCEEDING SAFETY GOALS.

## Background



Stallion Oilfield Services Ltd. provides wellsite support services and production & logistics services to the oilfield with over 2,800 employees in 72 locations. Their range of critical wellsite services includes onshore and offshore workforce accommodations and remote camp complexes, surface rental equipment, solids control, communication services, wellsite construction, rig relocation, heavy equipment hauling and fluids handling and logistics.

## Objective

Replace a cash-based program with a points-based system that:

- Improves safety performance
- Effectively tracks performance and engages employees
- Communicates safe work behaviors and the importance of applying them on a daily basis
- Is easily implemented and administered
- Captures employee suggestions in areas such as safety and cost savings
- Rewards employees for meeting program goals

## Solution

The Motivo Performance Solution uses the three phases of performance improvement:

### 1. Strategic Planning

Once the high-level program design plan and budget specifications were developed, the Incentive Services design and delivery teams met with key members of Stallion on a weekly basis to analyze the safety issues the program would target.

### 2. Strategy Design

The program was designed to reward employees for performance improvement in the following categories.

- Meeting Personal Safety Goals
- Meeting Location OSHA Frequency Rate Goals
- Reduction of Location OSHA Frequency Rate Goals vs. the Previous Quarter
- Eliminating Location OSHA Recordable Injuries
- Meeting Location Preventable Vehicle Incident Rates
- Reduction of Location Incident Rate Reduction vs. the Previous Quarter.
- Eliminating Location Preventable Vehicle Incidents

### 3. Performance Management.

The program was developed with the ability to track employee's improvement in the safety areas identified in the strategic planning phase.

Motivo Performance works closely with Stallion Management to analyze program results vs. established performance goals.



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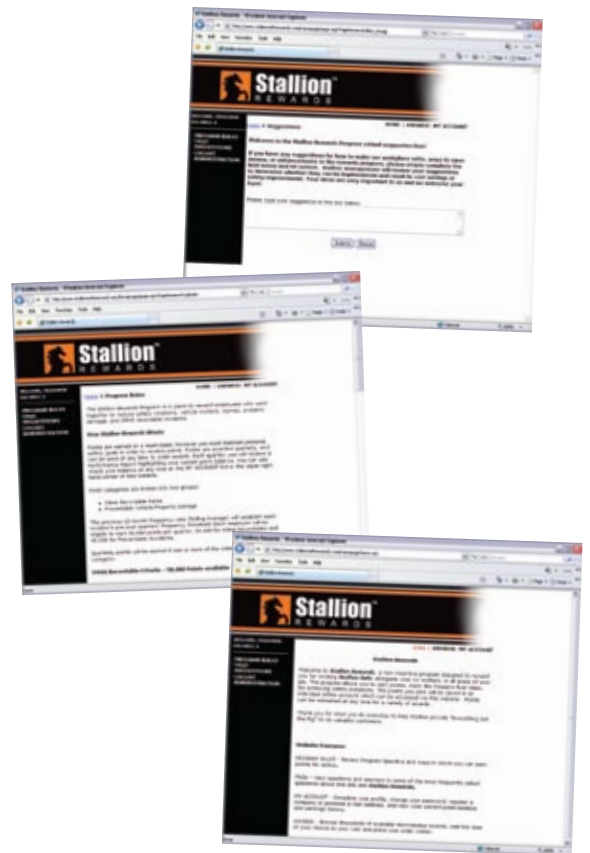
## Communications:

- To communicate the program to participants, Motivo Performance developed and executed an effective communication campaign aimed at engaging employees in the Stallion Rewards Program.
- The “Stallion Strong. Stallion Safe. Stallion Rewards” program slogan was designed and developed as a reflection of the participant group.
- Each Stallion employee received a Stallion Rewards hat and T-shirt at the program launch.
- A brochure was developed with tearoff wallet-card. The brochure introduced the Stallion Rewards Program with the program rules and instructions on how to access the program website. Employees are able to write their usernames and passwords on the wallet card for easy reference.
- Custom posters were developed to communicate the program at locations.
- Performance Reports and Envelopes were designed to communicate point earnings on a quarterly basis.



## Technology:

- The program website features a personalized account for each employee. The website allows employees to:
  - Learn how they can earn points
  - Check their current point balance
  - Get answers to frequently asked questions
  - Submit suggestions that can help improve Stallion
  - Browse the Rewards Collection
  - Order awards.
- The website also offers a variety of administrative tools that help management analyze program usage and results.



## Summary

Stallion believes The Stallion Rewards Program will help them better define safety goals and objectives, increases awareness and enthusiasm towards company goals, and is an important part in their overall business growth strategy.