

# THE RAYTHEON SOLIPSYS STORY:

## CREATING A CULTURE OF RECOGNITION THAT DRIVES RESULTS

### Background:

Raytheon Solipsys, a wholly-owned subsidiary of the Raytheon Company located in Fulton, MD is an industry leader in the development of integrated Command and Control (C2) Network-Centric solutions for the Domestic and International DoD and Homeland Security. Through proven systems and software engineering practices, built on the invention and application of innovative technologies, they deliver the C2 infrastructure necessary to effectively control security/military forces in any environment. Their reliable solutions assure information superiority, increased shared awareness, deep sensor reach, aircraft control, air defense, disaster management, and time-critical decision making.

Raytheon Solipsys has a diverse, results-oriented, high performance workforce of 200 employees and wanted to link individual/team/unit performance directly to results. With a \$300,000 budget they were using cash as an incentive and felt that it did not effectively communicate their vision or elevate their culture to the level they were looking for so they are using a portion of it for a new points based program.

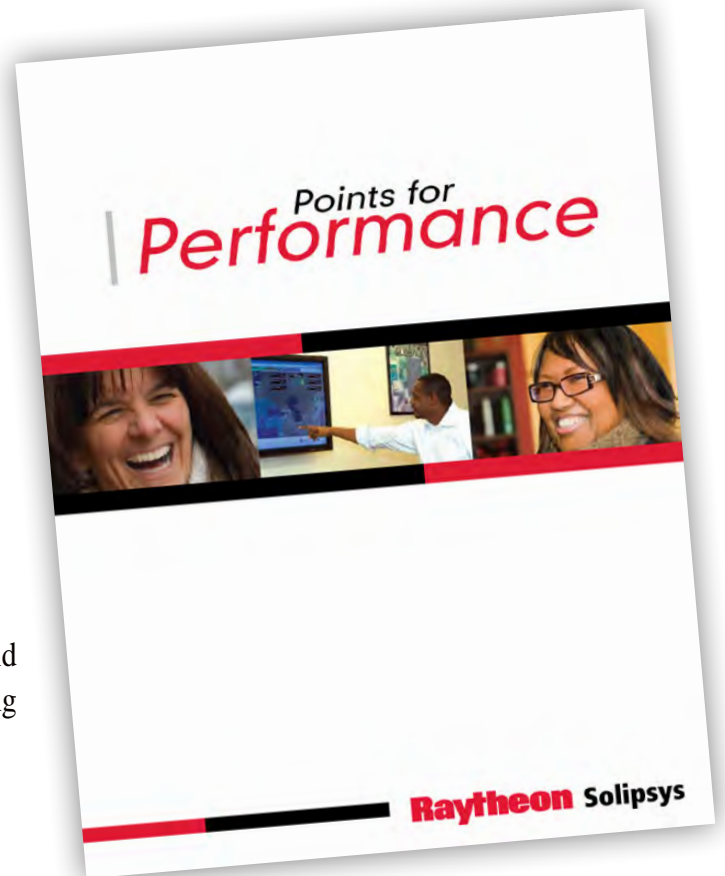
### Key Objectives:

- Create a culture of recognition within Raytheon Solipsys.
- Tie individual/team/unit performance directly to results.
- Inspire employee loyalty and foster a desire to be part of a team.
- Create a sense of project ownership and increase productivity.
- Provide management with a recognition tool that would allow them to recognize desirable employee behaviors and reward such behaviors accordingly.
- Design a program that could incorporate various initiatives such as On-the-Spot Recognition, Length of Service, Lunchtime Learning/Brown Bags, Presenting a White Paper/Briefing at a Conference, Business Communications, Community Events, Timekeeping Champions, Birthdays, and more while keeping program communications and messaging consistent with Raytheon Solipsys vision.

### *Motivo Performance's Solution:*

### Program Design:

- Motivo met with Directors at Raytheon Solipsys in order to first understand their needs and objectives in an effort to link corporate goals to daily employee performance through the implementation of an umbrella recognition system.
- Once the high-level program design plan and budget specifications were developed, the Motivo Performance design and delivery teams scheduled recurring meetings with key members at Raytheon Solipsys marketing, IT, and HR groups to start working through the program launch plan.

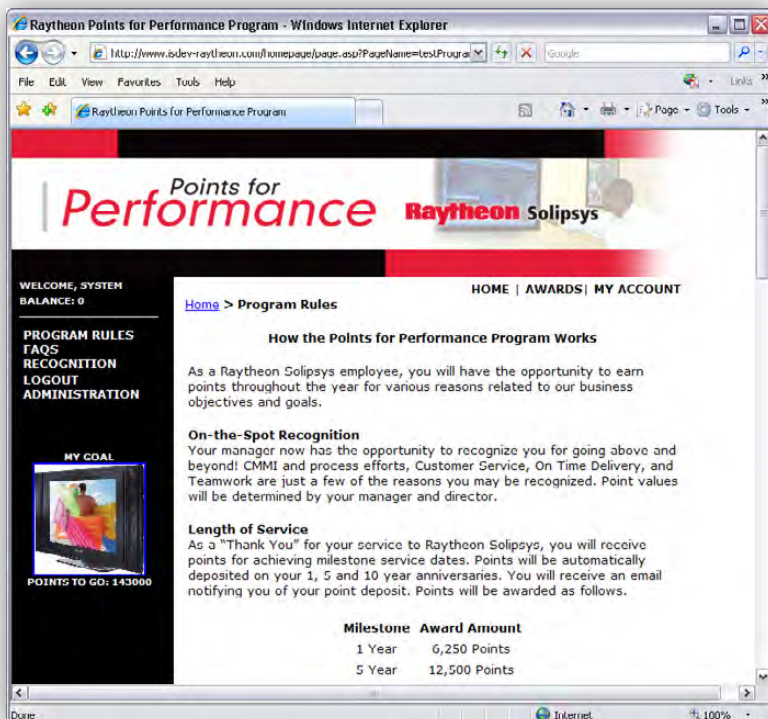


# THE RAYTHEON SOLIPSYS STORY:

## CREATING A CULTURE OF RECOGNITION THAT DRIVES RESULTS

### Communications:

- To effectively communicate the new Raytheon Solipsys Points for Performance program to participants, Motivo Performance worked hand-in-hand with Raytheon Solipsys to develop a communications campaign that would create excitement and introduce the program while staying within the design parameters of the current Raytheon Solipsys marketing efforts.
- A brochure was developed with a punch out wallet-card. The card was designed with pen-compatible panels on the back, allowing the employee to write in their username and password for the web site. The brochure introduced the Raytheon Solipsys Points for Performance Program with the program rules and instructions on how to access the program web site.
- Customized award catalogs were produced carrying the newly designed program theme and customized program rules.
- Raytheon Solipsys is also conducting an internal communications campaign via email and internal web sites.
- Motivo continues to work with Raytheon Solipsys in crafting an ongoing communications plan to consistently reinforce the program.



### Technology:

The program web site was developed featuring:

- A personalized account for each program participant where they can view program rules and frequently asked questions, browse for rewards and redeem online.
- For applicable Managers the site also houses the On-the-Spot Recognition Module which Managers can use to reward employees for going above-and-beyond.
- A complete online catalog featuring merchandise awards, travel packages, apparel, and quarterly featured products.
- Online administration tools such as activity reports, issuance and redemption information.

# THE RAYTHEON SOLIPSYS STORY:

CREATING A CULTURE OF RECOGNITION THAT DRIVES RESULTS

## Launch:

- Raytheon Solipsys first introduced the program to their Management staff during their monthly Manager meeting.
- Raytheon Solipsys program brochures were handed out by directors and managers.
- In order to create additional excitement, Raytheon Solipsys has been issuing points at company activities for the first month.

## Analysis & Results

- Raytheon Solipsys Management believes this program has helped them effectively communicate their vision and elevate their culture to a new level.

