

Designing a Successful Engagement & Enablement Program



Better Engagement. Better Performance.

Are you looking for better ways to engage with a target audience? Through peer-to-peer recognition, team-focused gamification, and department-wide learning initiatives, engagement programs can dramatically enhance the productivity and efficiency of your target audience. It's all a matter of asking the right questions.


Why do I need an Engagement & Enablement Program?

- Enhance productivity and efficiency
- Increase brand engagement
- Encourage peer-to-peer recognition
- Implement company-focused learning initiatives




How do I choose the right Engagement & Enablement Program?


When choosing a program to implement, you must have a clear understanding of:



Your objectives and goals
What are the measureable results you are looking to achieve by engaging your audience?



Your audience
Who are you looking to engage and what will they respond to?



Your budget
Is the budget for the program open ended or fixed?

How does an Engagement & Enablement Program work?

1
STEP

Identify your target audience and the behaviors you want to engage/enable within that group

2
STEP

Communicate & interact with participants regularly and with consistent messaging

3
STEP

Update participants regularly on their program status (i.e. point balance)

4
STEP

Analyze results and modify the program on an on-going basis to enhance success and engagement in subsequent iterations of the program

5
STEP

Reward participants based on their engagement with the program

What are the necessary components for my Engagement & Enablement Program success?

Feature frequent and dynamic multi-touch marketing communications

To help keep your program top-of-mind

Keep your program fresh

Rewards and messaging should be updated often

Encourage peer-to-peer interaction

Via forums, network groups, communities, product reviews, and other user-generated initiatives

Design a program that is both flexible and goal oriented

So that modifications can be made along the way to improve the program as the results come in

Be in it for the long haul

Commit to your program for the long term. Building and maintaining engagement/enablement on a large scale can take a while, but it is well worth the wait!

Tools & Solutions

Learning Initiatives

Team-focused Gamification

Peer-to-Peer Recognition

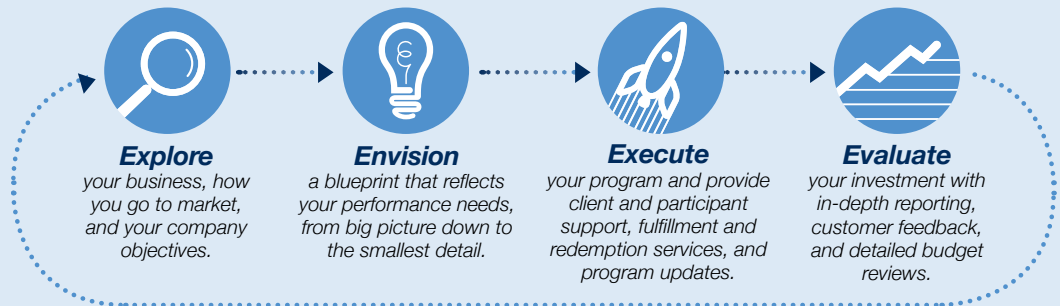
Leader Boards

Metric Management

How will HMI work for you?

When you call on HMI for incentive solutions, we make your success our top priority. We promise you a dedicated partnership offering full-service performance improvement that honors your trust, values your collaboration, and takes you where you want to go.

The key to achieving success and keeping our promise to you is the **HMI Excellence Approach** – a four-stage process to ensure excellence and lock in results.



HMI Excellence Approach



Founded in 1980, **HMI Performance Incentives** is a global leader in designing and implementing effective incentive strategies. We partner with you to create programs that increase sales and market share, accelerate customers' purchase frequency, strengthen brand loyalty, support product launches, differentiate channel strategies, and drive customer/employee engagement.

**Ready to go?
We're here to help.**

Visit us online at:
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