

THE FIVE WS; WHY, WHERE, WHEN, WHAT AND WHO?



In a world where money is not the greatest motivator of staff, running appropriate high value incentive trips can impact positively on your people, performance and productivity. Invest in your people and they will invest in the business.

Perhaps of greatest importance when organising an incentive trip the why and the who, as this gives the motivation for the event. Marrying up who you want to motivate and why those people will want to be on the trip is vital to creating a memorable trip with long lasting benefits.

What behaviours or outcomes do you wish to reward and develop, who do you want to reward and what are their criteria for being motivated and engaged. These basic criteria must be in alignment for a successful

programme to be delivered and genuinely build the behaviours you want. Indeed are you organising a genuine incentive trip where people need to raise levels of performance – or reduce levels of costs – in order to be invited on the programme, or is a jolly that people expect to go on no matter what their levels of performance.

We know how precious time is in the life of a company. So choosing the right where and when for your event - right place at the right time - will add significantly to the feeling of value to your trip. 'A good staff incentive trip is one that is appreciated by the participants....a GREAT incentive trip is one that is remembered by all participants, and as with so many experiences it really is.... Location, location, location', states Martin

Chick, Director of Mulberry Group.

A single incentive trip, however good may not create the long term change in behaviour or culture your business requires. You may need to plan an ongoing series of programmes, perhaps quarterly with realistic but motivating targets built into them – achievement of those targets results in attendance. Incentive programmes should build engagement, motivation, trust, loyalty and productivity. Remember, it is people that drive your business forwards, so using their criteria to be motivated will ensure your programme is unique, memorable and personal!

Written by PJ Stevens
www.leapplc.com
aka The Dr.