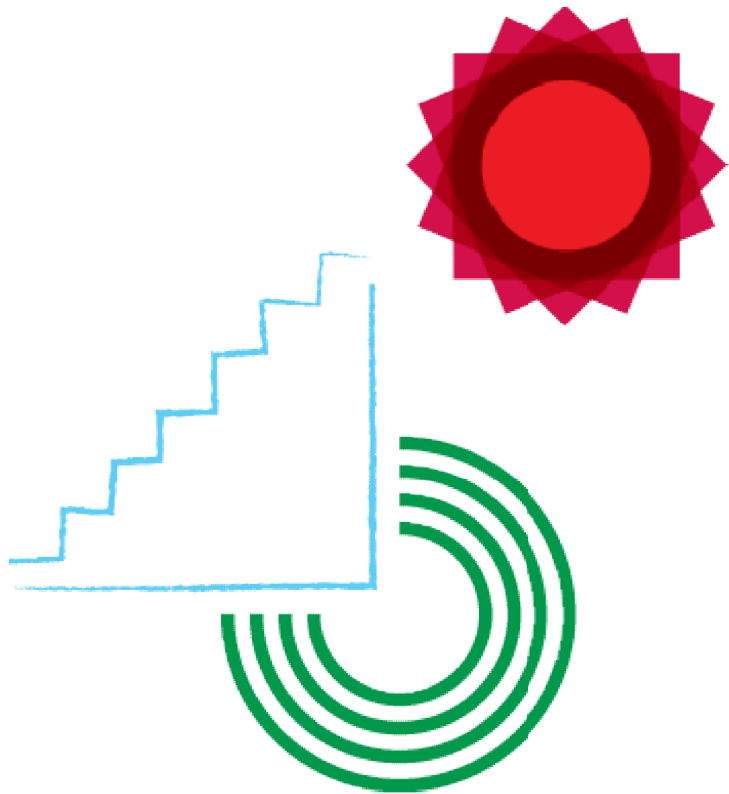




ENGAGE
FOR
SUCCESS

GCS Recruitment

Story



GCS RECRUITMENT

Maximise engagement by celebrating EVERY success

A recruitment veteran with 17 years industry experience, David Bloxham is the Managing Director of GCS Recruitment Specialists. The company certainly knows a thing or two about employee engagement; in addition to winning a number of Best to Work for awards, GCS has received the Best Companies' prestigious 3-Star accreditation for three consecutive years.

The immediate reaction most people have when they think about rewards within the recruitment industry is that it's all about money, money and more money. Whilst I wouldn't deny that direct financial reward is unquestionably a prime motivator, there is much a company can offer beyond this to maximise engagement. In fact, given that most commission schemes are fairly comparable, the companies that find other ways in which to motivate their employees are more likely to enjoy better attraction and retention levels.

Acknowledge, encourage and congratulate success. It is one thing to do this financially but another to do it verbally and visibly in front of the entire company. Being recognised in front of your peers as a success is something that is just as valuable to motivation as commission. At GCS, we present quarterly and yearly awards, as well as having a "Hall of Fame", "Elite League" and "Millionaire's Club" for high performers, each of which brings with it assorted rewards. The feeling of belonging to part of a club based on success is a daily motivator for those already inducted, as well as a motivator for those who are working hard to rise to this level. Providing the targets are realistic and employees can see several others within the company who have already achieved the result they desire, creating a "success club" gives the newer elements within the business something very tangible to work for.

In the same vein, competitions are useful engagement tools. We often run points competitions with prizes for the podium finishers, which help motivate on an individual level, but we also like to bond our staff through a collective sales competition. Each year, we set the company a target which, if achieved, will see our entire staff taken on a vacation. Last year, it was Las Vegas. This year, it will be Ibiza.



These are large prizes for long-term targets. It is important to have something in place for daily motivation. We celebrate not only the deals, but the extensions, interviews, client meetings... we take every opportunity to celebrate success. Each win, no matter how small, is yet another chance for engagement and

overall business progress. During December, for example, we have a "Christmas Calendar" competition, to see who can generate the most new



business opportunities each day. In 2011, this led to our best ever December for new business *and* office morale. The two are unquestionably combined. One of my other favourite initiatives may sound strange on paper, but we have a dartboard on our sales floor. Whenever anybody arranges an interview or finds a new vacancy, they get to throw a dart at the board to have a chance at winning a ‘flash prize’,



such as a bar of chocolate or a bottle of beer. It’s cost effective, it’s great fun and everybody can play. Each day is a chance for greater engagement, be it allowing your employees to win, gain or learn something.

For sales companies especially, it is vital that rewards and targets are not solely set for the salespeople; giving everyone, from administration to management, the opportunity to win, gain and to learn. This is key to engagement.

Something that a lot of companies don’t often do is to engage the most important people in the life of their employees. To become a high performer in any industry, people usually have to make sacrifices and this often has a knock-on effect to their partner. For many of our company evenings out or trips to awards ceremonies, we make the effort to invite staff to bring their partners along as a “thank you” for their understanding. It allows us to properly recognise the part they play in their partner’s success, as well as meet new people and make new friends.

