

# Praise for The Big RED Toolkit



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St George Bank has implemented a new program that provides managers with a constant reminder of the importance of recognition and allows them to reward staff with experience vouchers.

The new initiative, provided by RedBalloon, features a toolkit which includes everything managers need to deliver everyday praise including recognition tips, templates and forms so they can store important personal information about their employees to know what motivates their people, plus instant reward coupons.

**Ross Miller, general manager, HR at St George Bank**, told *HR Leader* that the initiative is the perfect addition to an already successful recognition program, which includes peer-to-peer internal recognition program Star Awards.

“We see recognition as part of total reward but we didn’t have a program in place for what I call ‘just in time’ recognition,” he said.

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For more on the Big RED Toolkit call 1300 850 940 or visit [www.redballoon.com.au/corporate/toolkit](http://www.redballoon.com.au/corporate/toolkit)

The bank has ordered an initial 650 St George Bank-branded RedBalloon toolkits which have been distributed to all branches throughout Australia, head office and call centre teams.

“Our first reaction was to design and implement our own St George instant recognition program because we’ve had success with previous programs,” said Miller.

“But after reflecting on how important brands are, we wanted our employees to know they are being recognised using a premium brand when it comes to recognition.

“So when they receive one of the gift vouchers it is through RedBalloon and they can choose one of many experiences across Australia. The most important thing is that staff sees real value in the program.”

The kit provides some science and philosophy about why recognition is important to employees, encourages leaders to get to know their people to understand what recognition will have the best impact on them. Instant reward coupons that managers can give to staff include ‘Take a Time out’, ‘Lunch on me’, ‘Coffee on me’ and ‘Notice You’ recognition cards.

And by having a physical Toolkit sitting on each manager’s desk, they act as daily reminders to make it easy for them and make sure they never miss out on a recognition moment, said Miller.

“We’ll be able to see which of our people leaders are using the recognition toolkits and which aren’t through online tracking. The feedback has been overwhelmingly positive and the rest of the Westpac Group is now interested in the toolkit, too.”



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