

How to Engage Employees Without Computer Access

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Watkins Manufacturing

April 27, 2011

Agenda

- Overview of Watkins
- Key Engagement Elements
 1. Management Support
 2. Strong Communication Strategy
 3. Right incentives
- Conclusion
- Question & Answer Session
- Bonanza Event

Watkins Manufacturing

- Makers of Hot Spring & Caldera Spas
- In business for 34 years
- Support over 800 dealers in the U.S. and over 50 countries
- 500 Employees (Vista)
 - ½ Staff does not have computer access or speak English.



Key Engagement Elements

1. Management Support

- Invitation from President to join Well-Being committee



Steve Hammock, President

Key Engagement Elements

1. Management Support (cont.)

- Participation in the committee/programs



2011 Committee



Key Engagement Elements

2. Communication Strategy

– Brand Recognition

- Logo
- Slogan

– Well-Being brochure (English/Spanish)

- Divided into sections
- Direct incentive/points awarded
- Score card



Key Engagement Elements

2. Communication Strategy (cont.)



Key Engagement Elements

2. Communication Strategy (cont.)

- Emails to all staff; management responsible to communicate to employees without computers
- Posters by all time clocks and cafeterias
- Flyers in all mailboxes



Right Engagement Incentives

- Survey your employees
 - One size does not fit all
 - different generations in the workforce
- Successes at Watkins
 - Friendly department competitions
 - lunches
 - Well-Being time off
 - Gift cards (tax implications)
 - Lunch bags, gym towels, visors, hats, walking pouch, t-shirts

Conclusion

- What works today may not work tomorrow
 - Well-Being Committee term limited to 1 year
 - New ideas, energy, commitment
 - Revise program
 - Data collection, observation, suggestions, etc.
 - Stagnant program will hinder engagement success

Conclusion

- Overview of Watkins
- Key Elements
 1. Management Support
 2. Strong Communication Strategy
 3. Right incentives
- Provided specific examples of how we engage our employees without computer access



Questions?

**BONANZA
TIME!!!!!!**