

Align Your Rewards with Your Culture

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Kathy Boles on her EarthWatch Mission in Africa

Looking for creative ideas on how to reward your employees? Consider your culture, mission, and public image to come up with unique and workable incentive ideas. That's what one of our clients, **Lotek Wireless**, did when they developed their unique reward for employees with 10+ years of service.

Lotek Wireless provides fish and wildlife monitoring systems so wildlife researchers in over 36 countries can track animals, birds, and fish in their various environments. Once a year, on Earth Day, they put the names of employees with 10+ years of service into a draw. The two employees whose names are drawn have an opportunity to participate in an EarthWatch Mission program somewhere in the world.

Why does this make sense for Lotek?

1. First, EarthWatch's and Lotek's cultures and missions are aligned. Both are centered in sensitivity to wildlife and the environment.
2. Second, Lotek itself benefits from the employee's adventure.

Kathy Boles, a Lotek employee, was one of the lucky winners of an

EarthWatch Mission. She and her husband chose to participate in an EarthWatch Mission in Africa where they were involved in a study of hyena behaviors - a misunderstood area which needed clarity in order to resolve issues involving local farmers.

According to **Ms. Boles**, "Not only was this a once-in-a-lifetime experience for me and my husband - two non-campers, by the way! - to challenge ourselves by living out in the African field, but I also observed how products and equipment similar to the ones Lotek produces were used in this animal study. I then provided valuable feedback to my company which, in turn, helps our product development."

In short, the incentive for long-term employees is a chance at an appreciated and valued experience. And Lotek itself gained from real field feedback.

So when considering an incentive or reward for your employees, make it relevant to your organization and a complement to your overall culture.

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Pal Benefits Inc.