



## Lead from the front

When working from home, it's easy for employees to feel isolated from leadership and colleagues, which often leads to heightened stress levels, a lull in performance and no sense of strategic direction.

WOW's **Lead from the front** module allows senior management to communicate with their workforce through personal communication touchpoints on a daily basis, which will circumvent many of the associated drawbacks of isolation and giving them peace of mind.

## MODULE ELEMENTS:



Daily motivational messaging - establishing vital behavioural routines



Share CEO tips via videos - staying close to employees



Feedback mechanisms to stay in touch with your employees and be their trusted go-to source of information

## HOW IT WORKS:



**Step 1:**  
WOW create motivational messages and content calendar



**Step 2:**  
WOW forward content to management to review



**Step 3:**  
Management provides approval / feedback



**Step 4:**  
WOW disseminate daily content, in accordance of content calendar



**Step 5:**  
All SMS responses from employees are collated by WOW and sent to management each month



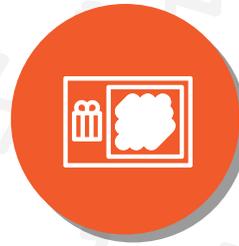


## Recognise the role models

With the move to digitalisation, due to the nationwide lockdown, managers have lost the ability to publicly recognise employees in front of their peers and employees can't engage face-to-face with others, both of which boost morale and productivity enormously.

WOW's **Recognise the role models** module allows management to reward deserving employees with virtual Scratchcards for a job well done or for embodying the organisation's values. Being able to award employees virtually means giving them real-time instant gratification!

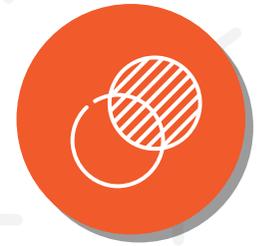
## MODULE ELEMENTS:



Virtual Scratchcards



Rewards include  
airtime, cash on  
reward card, cash  
in e-wallet or  
electronic vouchers



This module is strictly  
governed by WOW to  
ensure transparency  
and prevent  
fraudulent activity

## HOW IT WORKS:



### Step 1:

WOW allocate  
managers with  
a set number  
of virtual  
Scratchcards



### Step 2:

Managers  
reward deserving  
employees with  
a virtual  
Scratchcard via  
SMS, WhatsApp  
or email



### Step 3:

Winners contact  
WOW's call centre  
to discover what  
they have won and  
interact with an  
excited WOW call  
centre operator.  
WOW will verify  
with the Manager  
and send the  
virtual reward



### Step 4:

Winners also  
receive an  
e-certificate and  
their team will  
also receive an  
SMS to notify them  
that their team  
member is a winner



### Step 5:

The names of the  
winners and what  
they did to win are  
shared on the  
company's intranet

WOW will send senior management a monthly report  
on module activity





## Gamify your workspace

Employees working from home feel isolated from their management and colleagues, which often leads to a loss in focus and motivation. Throughout its long history, WOW found that one of the easiest ways to boost morale and engagement amongst employees is through gamification. If an employee fully understands what to do to get a certain reward they are far more likely to participate.

WOW's **Gamify your workspace** module allows management to engage with their workforce digitally and create a sense of "family" amongst employees through measured and goal-driven modules.

## MODULE ELEMENTS:

### Nominations



Management and employees have the opportunity to give recognition to those employees who embody the organisation's values or went above and beyond on a project



Nominated employees are rewarded with a small digital reward, provided their manager approves the nomination



An employee who nominates another is rewarded with a small reward, such as airtime

### Attendance



Management sets attendance goals for employees, for example: each employee must log on or send their manager an email before 8:30 am each day to notify them that they are at their "workstation"



If employees adhere to these goals they are rewarded with mini virtual rewards, such as airtime, cash on card or cash on e-wallet

### Target Challenges



Management sets KPI-based goals each month that their teams need to achieve



WOW will provide regular feedback



If employees achieve the goals they are rewarded with small virtual gifts

*Please note: Each element is strictly governed by WOW to ensure transparency and prevent fraudulent activity*

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