
"We believe the most trusted, inspirational and purpose driven companies will attract top talent, and win and retain customers."
CPARLA
Inspiring people to inspire others.
www.cparla.wolrd

Business case

#reward #leadership #collaboration #corporate brand values #culture #social influence #communication #CSR #sales #talent acquisition #trust #sustainability #growth

Business Problem: The EMEA President of top global company, needed to achieve ambitious targets, drive corporate values and do something different to launch, motivate and inspire the company during a time of change. The traditional destination focused incentives did not differentiate the company, was perceived internally just for the lucky few and had no measurement on impact. As a new EMEA entity the company needed to strengthen its European brand value, drive integrity, unity and build management trust.

Opportunity: 1 year engagement, Cparla created a full EMEA incentive travel programme a with communication campaign linking a remote school in southern Africa/Victoria Falls to need help to restore and repair their primary school building and help the area recover from drought and deforestation.





Objective:

→Consolidate and motivate the whole company. (not only sales).

→ Reward top performers beyond just a good time but also at an emotional level.

→ Communicate & drive EMEA company values.

→ Differentiate the company as the best place to work.

→ Demonstrate leadership through example

→ Increase sales though inspiration

→ Help associates fulfil their purpose to work

Business Outcome:

·100% score - “Best incentive trip ever”

· 100% score - “I feel inspired”

· Increase in social Media sharing across whole company (Reviews and likes) : 1 post generated 5K views

· President doubled his budget for incentive programme 2018

· EMEA received special mention at annual global board meeting for initiative.

· Follow-on fund raising created by employees

Business case

Social/environmental Outcome:

·2 refurbished primary class rooms for 120 children

· 40 desks and chairs repaired

· 30 trees planted

· Meal for 50 adults

· School meal for 130 children

·40 T-shirts, 60kg of donations and school equipment

·Communication: 6 month planning the day and progress sharing programme post event











Testimonial

What makes us so different?



"It is Thursday and I should be working in a hospital dealing with my customers, probably in a traffic jam in my city and also attending my family duties. But I am sitting next to a woman who lives a in a small village in Zambia. She is explain to me her daily life in a rough and hard environment. Her whole life revolves around the family, the community and this school where we are sitting. Her main wish is pursuing the best for her children: health and education. She knows that an educated child will grow up, will live healthier, longer and will sustain her family one day.

Our worlds are far from each other but I realize that we share the same objectives in life: if I am always in a rush in my daily life it is not just for the sake of it but for my beloved ones."

Although our Wolds are different We are sharing the same wish:

"THIS IS OUR HOME AND YOUR HOME TOO …"

Thank you, Twabuka School !!!

(Merya, Guest))

Confidential

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