

*Achieving the impossible:*

*An incentive program that has a rainbow process  
and a pot of gold finish.*



## CONTENTS

### The Rainbow Process

1.0 The web-based tool: connectME	page	2
1.1 The Games – Celebrity Challenge: quizME or puzzleME	page	6
2.0 The Incentive: Celebrity Theme	page	10

### The Pot of Gold Finish

3.0 Measurable results	page	11
------------------------	------	----

## PROPOSAL SUMMARY

### Information

The importance of engaging in business development and marketing activities and encouraging below partner professionals to do so.

### Solution

Interactive web-based tool coupled with a 10-month incentive program.

### Measurement of Success

Easy! The web-based tool will track all business development and marketing activities undertaken by below partner professionals, showing a clear return on managements investment dollars.



## 1.0 THE WEB-BASED TOOL

### BACKGROUND

Facebook and other web-based networking tools have revolutionised the way people interact and connect with each other. LinkedIn took Facebook to a more professional level and now introducing, connectME. ConnectME has been designed with consideration to the success, failures and appropriateness of these tools in the professional world. ConnectME is designed solely for in-firm use for primarily network management purposes and incentive-based programs.

For streamline purposes, connectME is accessed via the firms website and is connected to the current CRM database and office profile software.

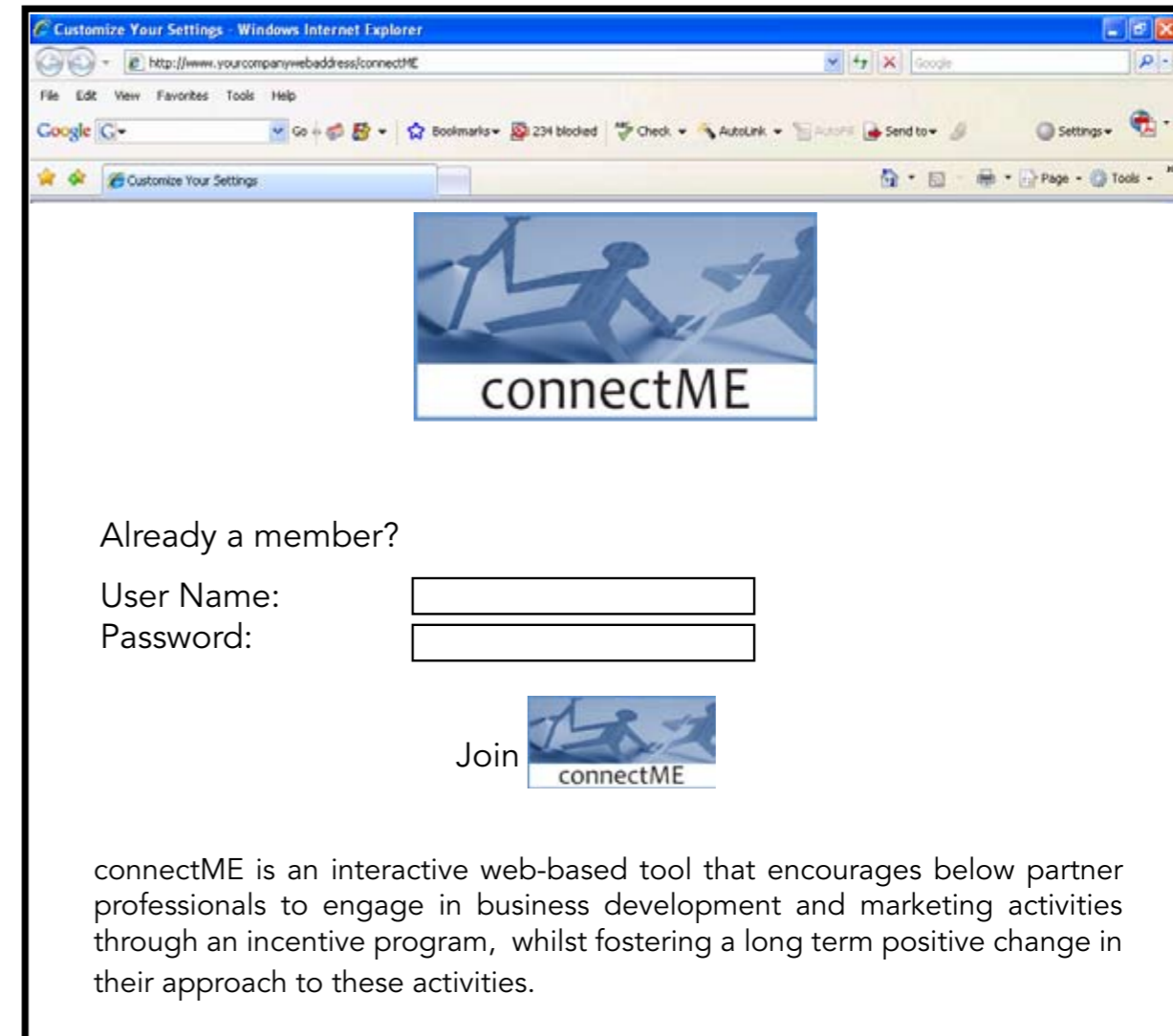
## Introducing...



## Introduction Page

The introduction page introduces the participant to the web tool.

The main objective is to encourage new members to join and to enable current members to log in.



## Home Page

Once logged in, the home page looks like this. News Feed, the most notable feature provides information on the activities of other staff members and offers advice in an interesting format. All participants can contribute to the News Feed via the Ideas page.

A brief description of the other icons -

**1. Your Activity:**

This page is directly associated to the incentive. More on page 5.

**2. Network:**

The Network Page is designed to ease the frustration of managing networks and contacts. More on page 7.

**3. Ideas:**

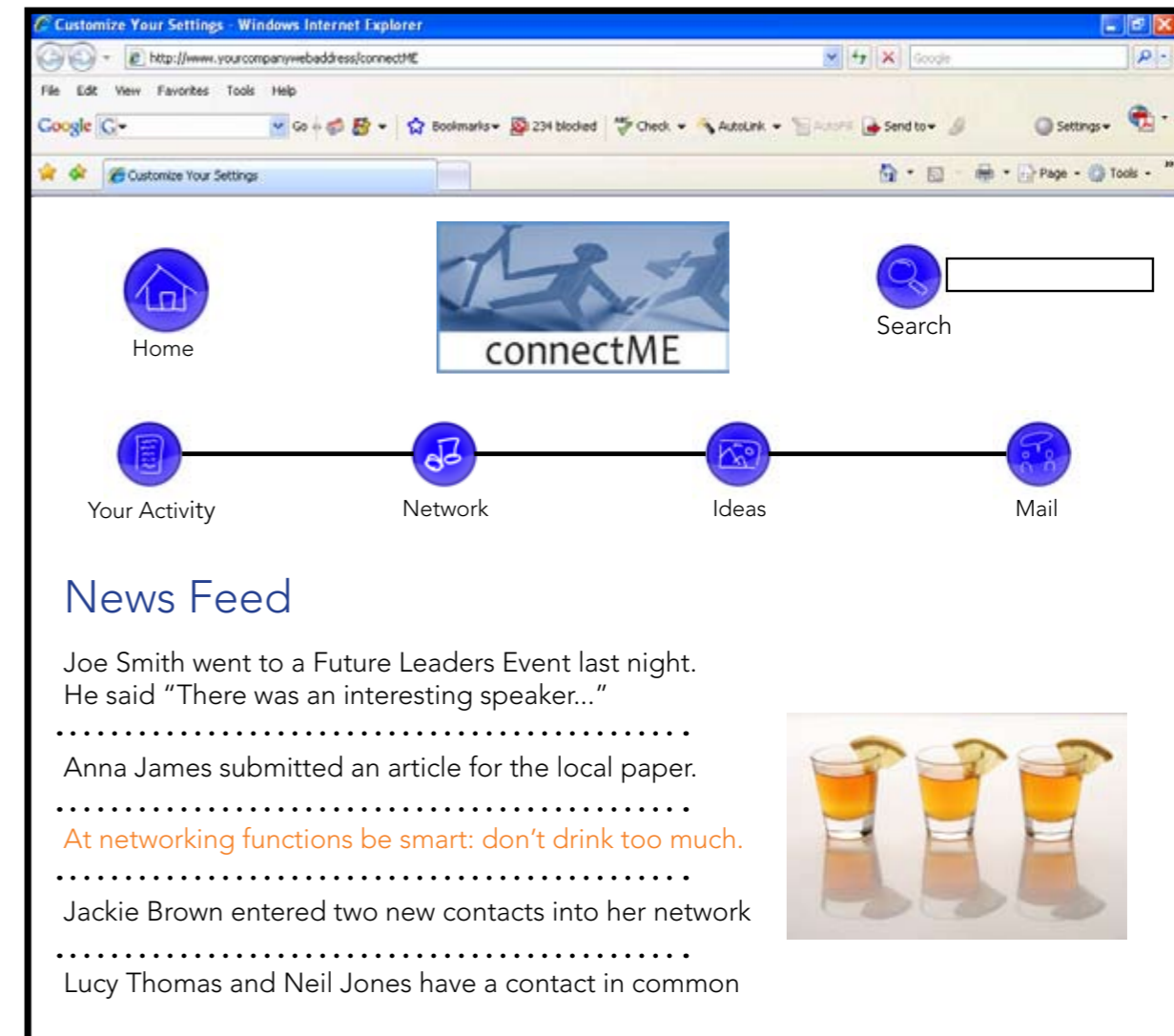
The Ideas page is an information / education tool box, allowing for submissions of ideas, ways to earn points and articles on how to approach business development, networking and other marketing activities. More on page 8.

**4. Mail:**

Mail page offers a less formal means of interaction between professionals beyond standard email and phone calls.

**5. Search Engine:**

Allows members to search for staff members, contacts / clients, articles, information and how many points an activity is likely to accrue.

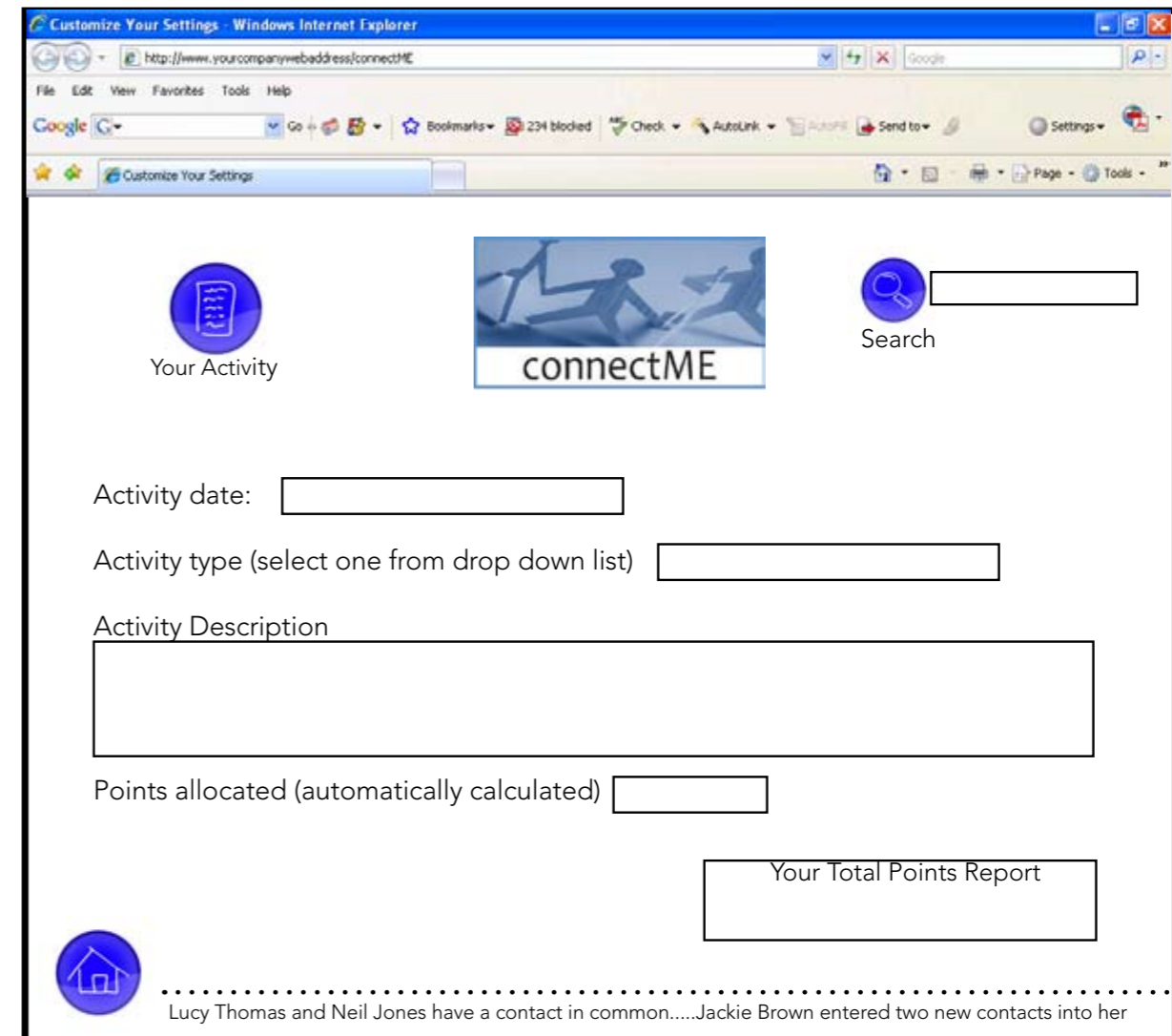


## Your Activity Page

This page is directly associated to the incentive. This is where participants enter in and have points allocated for their activities. The participant can also assess their progress towards a prize.

The icon 'Your Total Points Report' takes the participant to a page that graphically displays their Business Development and marketing activity score, their Celebrity Challenge score (more information to follow) and highlights how many activities they need to perform before they reach the next incentive target. The report can also easily be printed for assessment purposes.

The News Feed scrolls at the base of all pages.



Customize Your Settings - Windows Internet Explorer

http://www.yourcompanywebaddress/connectME

File Edit View Favorites Tools Help

Google G- Go Bookmarks 234 blocked Check AutoLink Send to Settings

Customize Your Settings

Your Activity

connectME

Search

Activity date:

Activity type (select one from drop down list)

Activity Description

Points allocated (automatically calculated)

Your Total Points Report

.....

Lucy Thomas and Neil Jones have a contact in common.....Jackie Brown entered two new contacts into her

## The Celebrity Challenge

After the participant has entered their activity in the system, it is approved and then allocated points. The Games Page – Celebrity Challenge automatically appears and gives the option of two challenges and winning more points. The results of this game component is then recorded, tallied and rewarded separately from the business development component.

### puzzleME

If the participant chooses puzzleME, a piece of a puzzle is removed from the celebrity's covered picture. Participants are encouraged to guess who is under the puzzle. If they answer correctly, another puzzle begins with one puzzle piece removed. If they answer incorrectly, they will have to wait until they have entered in another approved activity before the next piece is removed.

### quizME

If the participant chooses quizME, connectME will ask the participant a question from a database of 1000's (ensuring no individual is asked a repeated question).

For example: Who has won at least five Wimbledon tournaments in the last two decades?



## The Network Page

The Network Page is designed to ease the frustration of managing networks and contacts. It also aims to connect staff with other staff by linking common contacts. This will assist in organising client entertaining and events and to allow for a team approach to business development.

### Add a New Contact:

This is designed for the participant to easily enter in new contacts. It's directly linked to the firms CRM database to ensure consistency and that both systems are kept up to date.

### Your Network:

This page manages the participants contacts. The user can display their contact information in a number ways via this link. Some benefits include: the ease of searching for contact details away from the CRM database; the contacts can be displayed as a spider map connecting contacts when required; or just as a simple list that can be sorted by different variables.

### Map your Network:

The function of the Network Map is to visually connect staff members by their common contacts.

