



# FISH!

## Steven Lundin

(Ellipse's program concept, implementation vehicles and guidelines for this employee moral boosting book.)



The GO FISH! program contained in this package was a system developed by the creative team at Ellipse Communications, Inc. We have invited our clients to take advantage of our program as a model for their own efforts within their organization. We realize that this type of incentive, behavior changing system takes hard work, dedication and attentive management of each aspect of the program. So we are offering a customized communications program for just the cost of applied graphic talent. We know that companies often produce a fun launch meeting and send their teams back to their respective sites to continue with the program ideologies. Our office was different, we rallied, embedded into our corporate culture, and even hung 5' stuffed Trout from our ceiling. In the end, all departments qualified, Ellipse made its corporate business goal and our company will be to the better of \$200,000 in increased revenues in 2008 because of it! Spend a few minutes with our program, let us know what you think; we're happy to share...Fun.

**Our GO FISH! Program has 6 core components:**

1. A 90 Day term to accomplish department goals and corporate expectations.
2. We focused our content on our four mantras of FISH!, including Attitude, Make your Customer’s Day, Goals (replacing Be Present) and Fun.
3. We used program awards as incentive for our employee’s dedication in the program, and in our case employees were provided five \$350.00 valued rewards.
4. We decorated our office with a huge GO FISH! Banner that was populated each month by the successes of each department. Each department had to be “captured” in the net of SS Ellipse during two of their three months in the program.
5. Each week during our departmental meetings we started each session with a round robin of the FISH! mantra.
6. We used our weekly FISH Facts (email messaging), emailed FISH! Shout Outs (Employee Recognition), the monthly FISH Fry (Monthly Goal reviews), an actual Fish (Fish shaped desk top toys) and lots of humor to give the program its memorability and entertainment factor.

*Note: All the following images are large in original proportion, and they can be copied into a larger space for closer examination.*

**Our GO FISH! Banner**

The Artwork! The interactivity and core tracking device of our success with Go FISH! The banner is a light poly vinyl material with a digital image imprinted (We used Kinkos, but any sign company will work). Each of the departmental fish were made into clear stickers for display at the end of each month in the net or in the Ocean. (Note: Copy the image off the electronic document of this program, and it can be enlarged for closer review.)



We covered the office in these “fly sized” plastic gold fish – that was the best!



*Oriental Trading Company*

## GO FISH! Flyer

Distributed on the first day of the program this flyer sets forth awards, qualifications and the standards for distribution to each employee.

The flyer features a blue background with a fishing net cast over various prizes. At the top left, a boat labeled 'USS Ellipse' is shown. The title 'Go Fish' is written in a large, bubbly font with colorful fish icons. The prizes include an iPod, a computer monitor, a 'Spa Package' (a circular image of a spa treatment), an 'American Airlines \$350 Voucher', and a yellow Visa credit card. The bottom of the flyer is decorated with illustrations of coral, a crab, and seaweed. The text at the bottom provides details about the program's objective and eligibility guidelines.

# Go Fish

**Objective of the Program:**

Go Fish is an employee incentive program designed to encourage team work, enhanced productivity and increase corporate value. This program will be including a simple training program around Fish! (Stephan Ludin) in efforts to create a positive and fun, yet productive working environment.

The intention of this program is to bring an impressionable value to each team member with regards to their personal impact on the success of our corporate productivity and client relations.

**Eligibility Guidelines for Go Fish:**

- 1.) You must be working at Ellipse either as a full time employee or contractor for the entire program term.
- 2.) You must still also be present to win when the prizes are distributed in January.
- 3.) The program will be operational for 90 days.
- 4.) Goals are set in 3 separate monthly terms, with results accrued individually.
- 5.) Each employee will be provided their choice of one product listed above, valued at \$350.00.
- 6.) Each department is required to achieve their team goal successfully twice during the three month term.
- 7.) Prizes are expected to be delivered by the 12th of January, based on retail availability and shipping expectations.
- 8.) Ellipse will be responsible for associated taxes and expenses.

**Fun FISH! Facts**

Weekly automated emails to all our employees via our Relate 24/7 Communications Program were created and delivered automatically. We provided little fun tidbits about fish and their habits, nothing too sophisticated, just a simple reminder of the ongoing program.



**FISH! Desk Top Toys**

Lots of fun is distributed during random weekly Friday FISH! meetings where simple reinforcement of the core concepts are brought back home to each person's working area. We purchased our content at Oriental Trading Company online and had it all shipped at once.



## FISH! SHOUT OUT!

On the spot employee recognition for GO FISH! quality employee actions such as achieved department mini-goals, customer recognition for effort and employee contribution to the cause. These Shout Outs! were developed in Outlook with HTML fonts and embedded images, created by management, and sent out on via an email broadcast to each employee in the organization. Each team member can participate in the recognition effort, as the goal in this element is to create incentive to obtain personal impression on the company. Clearly fun is the operative word here, but the message is just as important.

This message was sent with High importance.

From: Lisa Benson [lbenson@ellipseinc.com]  
To: 'memo@ellipseinc.com'  
Cc:  
Subject: FISH! SHOUT OUT!

**I want to give a SHOUT OUT to Naveen for taking it on the chin for her group in the morning meeting.**

Honestly, Naveen is a star player for the Ellipse Group and her efforts or skills should not be associated to what I would perceive as systemic concerns within our business development efforts. As Lee said, it is good for us all to stop and debrief on our work and client efforts/communications to ensure we are doing our best. I know Naveen's heart is with this company and she is representative of that core group of folks who come every day to this office with their "A Game" in tact (thanks Mr. Turner for that phrase).

I would encourage every employee who participates in the ASP production process to come to the meeting at 4pm. Yes, even I will be there (argh...). How luck, I will get a chance to unload my personal considerations on our site design team and where we need to create some standardization in our processes. So, once we are all on the same page, we will again impress the hell out of our competitors and deliver on our commitment to EXCELLENCE.

I concur with Lee, this company would not be at the level we are today if it was not for Judy Ray and her personal considerations towards Lee and myself. We love her and appreciate her, holistically (thus the compulsiveness). But we would not be as successful as we are today, nor, would we the leader in every facet of our competitive standard if it were not for you all.


So here you go, EVERYONE - a FISH! SHOUT OUT:

Attitude: **PROUD;**

Make a customer's Day: **TODAY, I WILL DROP KUDOS TO YOU DURING EVERY CLIENT COMMUNICATION.**

Goal: **CLOSE NOVEMBER LIKE DECEMBER!**

Fun: **NOW, WOULDN'T YOU LIKE TO KNOW????**



To: memo@ellipseinc.com |

Cc:

Bcc:

Subject: FW: FISH SHOUT OUT! - TO KRISTI & PRODUCTION


How impressive was November???? I mean really, Kristi! You rallied a HUGE Number -

- 38 sites completed.
- \$94,515.00 in Development Fees billed.
- \$22,304.12 in Net Hosting Account Adds.

Gosh, I believe this is the largest month we have EVER had with retained account increases, even surpassing the time we brought on LPC. AND, I am certain we can finish our year at \$2.6M if we only just add \$62K new development billing to our scheduled core billing in December. Now, that is just a bit more than half of what ya'll did this month. It can be done, 'cause I'm bringing back \$10K from my trip from DC. What do you sales folks have to contribute? Anything will help!

Production team, look at your desk, tally up what can be pushed forward during December, let Kristi know. We will tally up sales and production, set our plan and fire up.

Remember there is only 11 working days left in this month, so we must stay focused "Pinky".



"Soon we'll be able to take over the world, Brain"

## GO FISH! Event Calendar

- Wednesday - automated FISH facts via Relate 24/7
- Fridays - Company Meetings
- Weekly departmental meetings - with GO FISH round robin reviews by employee
- Monthly - FISH! Fry meetings
- Ad Hock - FISH! SHOUT OUTS! and FISH! desk top toy distributions.

## The FISH! Fry

At the end of each month, Ellipse employees are included in a company wide goal validation meeting. Each member is provided an invitation to the meeting via email. As each department is recognized with success, their fish sticker was applied within the month's net on the banner. A simple hurdle gift was distributed like \$10.00 McDonalds gift cards for each department member who made their goal.

From: lbenson@ellipseinc.com  
To: lisa@ellipseinc.com  
Cc:  
Subject: Ellipse Group Inc. - You're Invited to a Fish! Fry - October Style...



*"We'll assess our catch, complete the weight in, and see who's rewarded or who's gettin' dropped in Hot Grease!"*



**You're Invited:** October's Fish! Fry

**Who:** All Departments

**When:** Friday, November 9, 2007 at 10:30am

**Where:** Conference Room

**What:** October is over, and we are pulling into the dock for an analytical assessment of each department's applied efforts and goals completions.

- How did your team do?
- Was your group successful in applying the four core competencies of FISH! (A Positive Attitude, Goal Completion, Make your Customer's Day, and Fun!) and did it make a difference?
- If you are outside of the Net at the end of this meeting, what will you have to do better at next month's requirement?

November is key, because those who "net" both months are guaranteed to win. Those who missed October will be operating in the "no fail" mantra till January to win. The "big catch" is that SS Ellipse must have all Fish! Teams swimming diligently for us to make our 2007 goal. As said previously, if we collectively secure this program FISH! v.2 can certainly be engaged...Don't let yourself or your teammates down.

**How do we secure November?** Gosh, we don't know, so come prepared with some insight and plan on sharing your ideas for success.



Yes, we are already onto our next program, with Small Giants as the required reading and our new theme - GOT FISH? Here's a peek of what is to come...

