

# THE CHEST csi 44830

Incentive Compensation Presentation – BX-585, Cereal Box

**GOAL:** A major financial company wanted to present their Incentive Compensation package to multiple locations in a manner that gave it both excitement and consistency.

**ACTION PLAN:** Hand out a package to all plan participants. This included all the literature on the program, a laminated quick reminder guide for everyday use, and a hand full of gold coins (chocolate).

**DISTRIBUTION:** The package for all of this was a custom printed cereal box. With all inserts in the box, these were handed out at an informational breakfast meeting at all locations. The imprint on the box replaced the traditional ingredient chart with the actions needed to succeed. The lid was printed “Open Now”. Best when communicated before.....

**RESULTS:** Explanations of the program were deemed as consistent at all locations. The program was met with company wide excitement and buy in.

