

Lead. Manage. Do.

High performing organizations are about more than great employees. They have inspired and engaged leadership, clearly communicated expectations, and a culture of inclusion and participation.

-- *Evan Scott, CEO
Terrain SIM*

Performance Measurement Marketing®

Utilizing Terrain's Story-based Communications® process, Terrain develops a comprehensive look at enterprise-wide priorities and programs to engage peak performance and loyalty among your workforce.



Connected to employer branding, PMM® connects the dots between the executive suite, human resources, and marketing communications by focusing on:

- **Doing the right things** (Focusing corporate priorities)
- **Doing them right** (Engaging and measuring management performance/MBOs)
- **With the right incentives** (Engaging your employees)
- **To achieve stated goals** (Measure ROI and employee loyalty/employer branding)

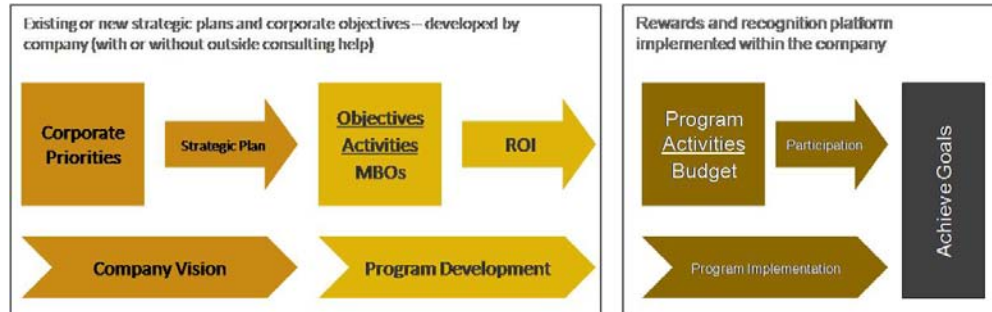
More than just a standard incentive program, Terrain works with C-suites and management teams to develop and coordinate strategic plans with current and proposed performance initiatives.

Specific tasks included in PMM® include conducting a marketing communications audit and engaging in the Terrain SBC® process.

Central to your success, Terrain delivers three integrated pieces to PMM®

- *An integrated communications plan – employer brand strategy, story structure, and employee communications plan*
- *Ongoing program management – methodology and process for maintaining vibrant programming and engaging communications to improve ongoing employee engagement*
- *Enterprise-wide incentive platform – Terrain works with several world-class incentive platform providers and can coordinate a solution that works best for your organization*

There are three areas of consideration, divided into two sections. The first two – strategic planning and the development of management objectives – work in conjunction with each other; ensuring that existing or new strategic plans are actively and effectively translated into management and departmental MBOs.



From these MBOs, we work with management to establish or enhance performance programs that include measureable ROI.

Once we have these controls in place, we work with either marketing teams or human resources teams to develop the actual programs that tie ROI to employee behavior – and the incentives employees receive for achieving the organization’s goals.

Here are common examples of focused strategies, the programs that support them, and the performance measurements attached to those programs.

Strategic Initiatives	Corporate Programs	Performance Measurements
<ul style="list-style-type: none"> • Growth / new markets • Corporate restructuring • M&A • Quality 	<ul style="list-style-type: none"> • Performance/Productivity • Quality • Sales • Service/Loyalty • Wellness 	<ul style="list-style-type: none"> • Activity (increasing participation) • Results (ROI, stronger culture, increased retention, other)

At each stage, Terrain helps our client teams focus on critical issues, which include:

Strategic Initiatives	Corporate Programs	Performance Measurements
<ul style="list-style-type: none"> • <i>Engage stakeholders</i> • <i>Create brand loyalty</i> 	<ul style="list-style-type: none"> • <i>Vibrant / dynamic future programming</i> 	<ul style="list-style-type: none"> • <i>Marketing communications / program management</i>

To learn more and to discuss how we might help your organization, contact us today by calling or emailing Terrain CEO, [Evan Scott](#).