

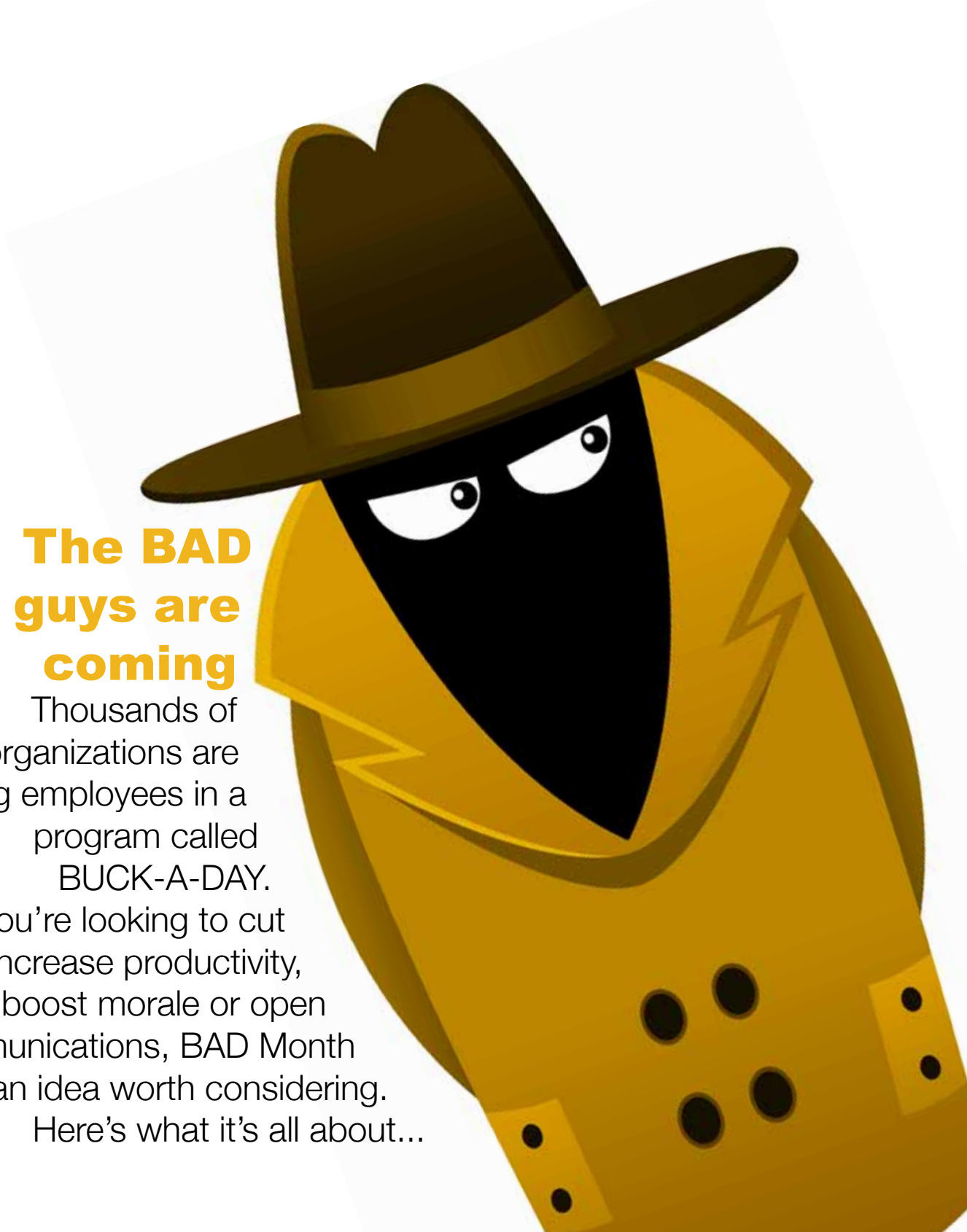
BUCK-A-DAY

Productivity Improvement

The BAD guys are coming

Thousands of organizations are involving employees in a program called BUCK-A-DAY.

If you're looking to cut costs, increase productivity, boost morale or open communications, BAD Month is an idea worth considering. Here's what it's all about...



BAD

QUICK & simple

Buck-A-Day takes thirty days to operate. There's a one-week "teaser" campaign to arouse curiosity, followed by three weeks of program activity. The whole event can be run by a member of your organization. We provide everything you need to run a successful program.

INVOLVES EVERYONE

Buck-A-Day is a bottom-up communications program that gets everyone to focus on cost elimination. Complementing the traditional top-down approach to cutting costs, BAD ask every employee to find a way to reduce costs in his or her job area.

CHALLENGING

By setting a goal for each employee that is challenging yet attainable - at least a dollar a day in job-related savings - BAD Month stimulates a high level of employee participation. It's light, low-key and fun and gets everyone working toward a common objective.

NO BIG GIVEAWAYS

Buck-A-Day is a professionally designed campaign that is personalized for each client organization. It obtains an extremely high level of voluntary employee participation without the use of monetary awards.

LONG TERM IMPACT

Although the idea-collection phase only lasts for thirty days (BAD Month), the cost savings generated by the program have a permanent impact. Organizations have found it highly effective to repeat the program in a different form each year. Son of BAD is the second-year program.

GUARANTEED SUCCESS

Buck-A-Day has been run successfully in more than 2,000 organizations, ranging from manufacturing plants and hospitals to banks, insurance companies and service industries. It has achieved such a high level of success that we now offer it with a money-back guarantee.

THE HOW-TO OF PRODUCTIVITY IMPROVEMENT

There's lots of talk about productivity and how to get the employee involved. Buck-A-Day is a practical system that's been proven in real life - thousands of times. Here's why it works.

SET A TARGET

How about a buck a day? It's something everyone can understand and relate to. It's specific, it's challenging; and it's a goal everyone can reach. Put the program in 30-day time frame, so it moves quickly and achieves its objective before it becomes part of the woodwork.

MAKE IT INTERESTING

Let's face it, cost reduction is usually rather dull. Jazz it up; give it some pizzazz. Buck-A-Day puts excitement and fun into an otherwise dreary subject. And, in doing so, it gets people interested and involved.

PROMOTE PRODUCTIVITY

Employees bring more than just their skills to their jobs. They have a wealth of knowledge and practical ideas that are too valuable to waste. Buck-A-Day taps this hidden source of productivity improvement.

FOCUS ON SMALL GROUPS

Buck-A-Day creates a system that encourages employees and supervisors to work together to seek out improvements and eliminate non-productive costs. Productivity increases come easiest in units where a climate of cooperation exists.

BE REALISTIC

Instead of expecting unlimited employee involvement that continues forever, or drastic changes in work habits, Buck-A-Day is designed as a short, intensive campaign that achieves permanent savings without a long-term commitment.

THE MAGIC INGREDIENT

BAD Month gives everyone a chance to be a hero. You don't need big cash awards or expensive prizes to get employees to participate. The most powerful, and most often neglected, motivator is, simply, recognition

EVERYTHING YOU NEED TO MAKE BAD MONTH PROFITABLE AND FUN.

CREATE SUSPENSE

Program introduction is dramatic. In the week before kickoff a teaser campaign of posters, portal signs and stand-up figures warn employees that something unusual is coming up. On Friday of "teaser week" kick off banners reveal the BAD objective.

INFORM EVERYONE

On Monday following teaser week employees are told more about the program by their BAD leader who uses PowerPoint and other communication aids provided as part of the complete program package.

FOCUS ON THE JOB

Employees are asked to look first for ideas around their own jobs. These tent cards and miniature BAD Guy reminders appear on file cabinets, desks, and work stations as the program proceeds.

EVERYBODY'S A WINNER

In most programs there are usually lots of losers and very few winners. Buck-A-Day makes everyone a winner. Specially designed certificates imprinted with company name go to every employee who contributes a BAD idea. Random drawing each week determines who receives the red Bad Idea car.

RECOGNITION IS THE KEY

Wanted Posters publicize good ideas and reinforce the appreciation shown to employees. Poster formats are provided as part of the total campaign package.

MAKE IT SNAPPY

The real impact of Buck-a-Day is on the bottom line. These certificates and pins demonstrate how far recognition can motivate employees and go to everyone who submits ideas.

UNLEASH CREATIVITY

Although the immediate objective of the program is to uncover relatively simple savings, many big ideas are frequently found. Posters help get the message across.

PUBLICIZE RESULTS

Weekly newsletters give recognition to individuals and groups. They also tell employees how they can find Buck-A-Day savings at home. Copy is supplied for three issues in Coordinator Guide.

COORDINATOR BACKUP

Coordinator's Guide covers all aspects of the program and gives day-by-day and step-by-step plan of action. Booklets show supervisors how to make program effective in their group and management how to make the attitude of cost elimination a continuing one. Large scoreboards encourage a spirit of friendly competition by comparing the performance of individual groups and departments.

1 BIG RETURN ON INVESTMENT

Buck-A-Day has been tried, tested and proven in thousands of organizations. The average return on investment is between five and ten to one. In some cases, it has exceeded thirty to one.

2 BOOST IN EMPLOYEE MORALE

The BAD program is friendly and fun. It lets employees know that they and their ideas are important to the company, and it gets everyone working toward a common objective. It's a refreshing change of pace from the normal work routine that creates a positive atmosphere.

3 SHOT-IN-THE-ARM FOR EXISTING PROGRAM

BAD is a great way to stimulate an on-going cost reduction or suggestion program. If you don't have a regular program, you get extra benefits out of running BAD as a one-month program repeated annually.

4 SHORT PROGRAM WITH LONG IMPACT

Since the entire program takes only thirty days, it doesn't require a time-consuming, sustaining effort, or a bureaucratic organization to run it. Yet the savings from BAD are often substantial, and they are yours forever.

5 CREATES A DIALOGUE

BAD is particularly effective in improving communications and working relationships between supervisors and employees. It develops a spirit of cooperation that lasts long after the program has been completed.

6 HIGH LEVEL OF INVOLVEMENT

Unlike many on-going programs, BAD achieves a high level of participation. In many cases, better than 60% of all employees voluntarily participate. In smaller companies, 100% is not unusual.

7 EASY TO ADMINISTER

We supply everything you need to run a successful program. All you have to do is appoint a coordinator - someone able to devote time to the program during BAD month.

8 TESTED PROGRAM, PROVEN RECORD, MINIMUM COST

BAD has been tried and proven successful in more than 2,000 organizations. It has produced literally hundreds of millions of dollars in savings. We provide a personalized, professionally-designed program at the lowest possible cost. And, we guarantee your savings will exceed the cost of the program.

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Q&A

WHO IS ELIGIBLE TO PARTICIPATE?

Everyone. Professionals, technicians, hourly workers, managers, supervisors, in short, all employees are asked to participate. Participation is completely voluntary.

WHO DETERMINES IF AN IDEA IS A BAD ONE?

The supervisor, or BAD leader, reviews his or her unit's ideas and then passes ideas that may also be applied in other work areas along to the program coordinator. Acceptance standards are very lenient. Any idea that isn't completely ridiculous is given recognition.

WHY CALL IT BAD MONTH

BAD is like a fire alarm. If fire alarms sounded like electric typewriters, you'd never get people out of burning buildings. The acronym BAD attracts attention, and triggers a response. It relaxes normal inhibitions about telling the boss how to save a few dollars. After all, it's just a "BAD" idea.

WHY IS THE PROGRAM LIMITED TO ONE MONTH?

By having a short, lively program, you create a high level of interest and get maximum participation. Most of the ideas submitted result

in permanent improvements that continue long after the campaign itself is over. Buck-A-Day can be a highly profitable one month annual program.

WHAT KINDS OF IDEAS ARE WE LOOKING FOR?

The primary emphasis in the program is on ideas that can be easily implemented and have a relatively quick payoff. In most cases, they relate to savings that the employee can make on his or her own job with just the supervisor's approval.

HOW DOES BUCK-A-DAY RELATE TO OTHER COMPANY PROGRAMS?

BAD does not in any way conflict with an existing cost reduction or employee suggestion program. If employees submit ideas that may be eligible for awards under one of these programs, they are processed and awards are given in the normal manner. Employees get a BAD Guy award just for submitting a cost reduction idea during BAD month. As a result, BAD stimulates an on-going program.

“ One has to assume, first, that the individual human being at work knows better than anyone else what makes him or her more productive... even in routine work the only true expert is the person who does the job.”

*Peter E. Drucker
Managing in Turbulent Times*

