



## Which Will Produce the Greater Yield?



A crop that's well planned, properly planted and carefully tended will deliver a bounty. The right seed, in the right place, with the right balance of sunshine, water and diligent care will flourish. Neglected and untended, that same seed will struggle to compete and eventually wither away.

The same holds true for performance improvement programs.

You have to start with the "right seed" – a program that's been designed specifically to meet your needs based on careful analysis of your situation, objectives, past performance, competitive pressures and investment parameters.

Your program has to be "planted" carefully – offering exciting awards to the people who can meet your objectives, positioning them on challenging-yet-attainable goals, and delivering them through dramatic announcement devices that will capture immediate attention and generate enthusiasm.

MEI will exceed your expectations in all of those areas. But that's just the beginning for us.

We put even more effort into "tending our crops" to ensure that your program grows to its full potential and delivers the results you need.

We sustain mind share through regular, attention-grabbing and cost-effective program marketing, keeping the goals and rewards front-of-mind with every participant.

We stimulate growth and weed out potential problems with fast and accurate performance reporting and analysis, keeping your people aware of their progress and helping you and your management team applaud your top performers and focus on opportunities for improvement.

At MEI, we see our job as a great deal more than just delivering exciting rewards. That's just the "harvest". We know how to deliver a bumper crop of bottom-line return on your investment, and we work harder and smarter than anyone else to drive that kind of growth for you.

*If you would prefer to receive future Performance Solutions by email,  
please send your email address to [solutions@meiweb.com](mailto:solutions@meiweb.com).*

*Performance by Design*<sup>®</sup> is the end result of our business process constructed to meet our clients' objectives to increase sales and profits, improve market share, or reduce cost. These solutions are incentive programs designed to generate maximum performance. We develop integrated marketing initiatives within a clearly accountable, financially justified and carefully orchestrated framework. Key elements that create the power of *Performance by Design*<sup>®</sup> are:

- ★ **Situation Analysis** to ensure that the program addresses all critical issues
- ★ **Financial Modeling with Predictable ROI** to optimize a favorable return on our clients' program investment
- ★ **Rule Structure Design** to create the optimum balance of challenge, reward and results
- ★ **Benchmarks for Program Evaluation** to identify specific measurements by which program effectiveness can be evaluated