

# INCENTIVE TRAVEL SHAPES — AND REFLECTS — CULTURES



***“People are not living merely for the sake of money. They need to have emotional fulfillment, a sense of pride, and visibility. When you’re selected as one of the best employees for an incentive travel program ... you’re not alone: there’s a mutual reinforcement and a synergy you create, something a cash bonus cannot build.***

***The interactions, communication, the experience itself and the memories after — this is part of how we develop corporate culture. It lifts up people and gives a sense of honor and belonging.”***

Mei Yang-Mille, KARL STORZ-Endoskope Shanghai, Managing Director

## **NOW.** **LEADERS POINT TO INCENTIVE TRAVEL AS A CLEAR DRIVER OF COMPANY CULTURE.**

Incentive travel positively shapes and reinforces company culture by:

- Rewarding employees who embody corporate values
- Encouraging employees to publicly celebrate their successes
- Reinforcing common ties and creating new ones between employees

## **NEXT >>> IN A WORLD THAT'S CONSTANTLY SHIFTING, SO, TOO, WILL INCENTIVE TRAVEL PROGRAMS THAT WANT TO REMAIN SENSITIVE, RELEVANT, AND EFFECTIVE.**

Savvy incentive planners will connect deeply with clients to understand the corporate and wider cultural nuances that truly motivate employees and effectively drive performance.

## **ACT**

Invite your incentive travel partners to engage in a conversation about culture — both their internal corporate culture and the wider culture they work in. Make a point to stay curious, ask discovery questions, and adopt a growth mindset to create a rewarding incentive travel strategy or improve an existing one.

