



BAD: Buck-A-Day

Presented as a fast paced yet informative one hour WEBINAR

The BAD guys are coming Productivity Improvement

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 is the way to go because it offers a change from humdrum routine and open up communication channels by adding some elements that are frequently missing from the daily business scene: involvement, recognition, and a sense of fun.

WHY BAD?

- **QUICK & SIMPLE**

Buck-A-Day is a 30 day operation – a one-week “teaser” campaign to arouse curiosity followed by three weeks of program activity. The entire campaign can be run by a member of your own organization and in this webinar you learn about everything you need to know 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 and has achieved such a high level of success.



To register online for this webinar, please visit www.criuniversity.com or call Nicole Simon, Conference Coordinator, at (800) 328-1940 ext 102.

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