

Nomination: 5611

Catrin Lewis

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company Reward Gateway
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Catrin Lewis
Category C01 - C16 Individual > C11 - Internal Communications Professional of the Year
Individual Submission Format Written Answers
a. Briefly describe the nominated individual: history and past performance (up to 200 words). Required Catrin Lewis was once called an outlier in the Internal Communications world and fully embraces that title. She doesn't play by the rules and it's likely that she'll approach things in an unusual way. Finding inspiration everywhere, she listens intently so she can learn and put those same learnings to use in her own world. She likes to do things differently and she'll always do her best to ensure the audience has the best experience possible. Four years ago, she was asked to help inform, educate and engage our employees with our biggest story yet. Reward Gateway was about to sell for the third time to a Private Equity investor and as shareholders in our Employee Share Program, they wanted to ensure employees felt fully informed and connected to the process. It was a huge campaign. The first time Reward Gateway had appointed anyone with the sole responsibility of engaging our own employees. She got to be that person and that campaign went on to be the trigger for her career in communications. Since then she's worked on multiple global communication programs across a range of businesses and is Reward Gateway's fabulous Head of Global Internal Communications and Engagement.

b. Outline the nominee's achievements since the beginning of 2020 that you wish to bring to the judges' attention (up to 250 words). Required

There are too many achievements to list with our word limit, but some highlights include:

Creating and launching RG's annual Thank You Festival, a one-of-a-kind employee celebration

Introducing RG Work Modes, a new way of flexible working

Introducing our new EVP and employee brand BETTER

Developing and implementing our Wellbeing Strategy

Launching Comms Coffee Mornings with clients

Facilitating COVID response seminars and webinars to 2400+ clients

A regular speaker at Engagement Excellence Seminars - 800 people

Speaker at Reward Gateway Summit - 1000 people

Starting a consulting business supporting SMB companies through the pandemic

Writing and publishing a new book animation titled Culture Vulture

Supporting our hyper-growth and acquisitions while maintaining a world-class 76 eNPS

To understand the impact of our inclusive communications strategy led by Catrin on our business, here are our results from our 2021 engagement survey, with 10 being the highest possible score...

8.8/10 Employees Trust Communications from the Business

8.5/10 All voices are encouraged to be part of the conversations that take place at RG

8/10 RG people are transparent about the reasons for their decisions

8.6/10 RG encourages Diversity of thought and opinion

8.1/10 RG people are authentic and keep their promises

8.1/10 The communications on boom! are relevant to my role and helpful

7.9/10 I feel I can Speak Up without judgment or reprisal

8.9/10 My manager is good at communicating with me

9/2/10 My Manager cares about me as a person

9.2/10 I am treated with respect and civility

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words). Required

Traditionally, business hierarchy means that the majority of power and status sits at the top of the leadership team. Employees may feel that status directly affects whether their voice or idea is heard, and this can lead to blind spots that limit progress that could be avoided if we all worked together. Catrin demonstrates and encourages employees to live our Speak Up value by providing a platform where all employees have a voice, are visible, and feel valued.

In the same way, traditionally, internal communications are Leadership led. They focus on telling the employees, and much of the content is led by "This is what we think you need to know!". At RG, Catrin designed boom! as our social, digital workspace, and it changes the dynamic of communication. Technology enables us to empower all voices to Speak Up. It's a global community where we communicate and collaborate to work smarter, innovate, and grow faster.

Two-way communication means we can focus on listening and lead our communication strategy with "What do you not know that we can support and help you with?" Our open-source approach creates a blended tone, an inclusive creation process, and an empowered employee voice that is engaged, listening, and willing to share more. It helps to expand the available knowledge across RG, establishes trust, saves resources and time, and helps retain our employees. The more our employees feel heard, the more they see we're serving them directly, and they are more likely to trust and support us.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Like our people, Reward Gateway is on a journey — and we like to take our employees with us every step of the way. Catrin designed our weekly communications to build trust and a strong connection and sense of relationship for our employees. We partner with key influencers to share relevant, timely information with employees in a cycle they can easily follow. We increase focus, direction, visible leadership, and positive mental wellbeing by connecting with our employees daily. We provide our employees with an energizing and progressive structure and rhythm to the week. Catrin's attached Internal Communications Strategy book outlines our constant thread, which connects our employees daily to our business strategy, product updates, and culture from Mission Monday to Wow Wednesday through to Feel Good Friday.

In 2020, we celebrated Catrin's most innovative accomplishment in internal communications. Catrin designed "The RG Thank You Festival," a festival-inspired event with live-streamed musical acts and recognition from our Leadership Team to try a different form of communication, delivering an afternoon of positivity, fun, and connection.

She used the event to elevate communications and engagement in our recognition program. On average, we send 1000 eCards per month. For this initiative, employees shared 1676 moments of recognition in one day, with 86% of employees engaging with our eCard program. For our post-event survey, we had 104 responses, and out of those, 72% of employees rated the event nine or higher. The attached webpage link (blog) outlines our Thank You Festival.

Webpage Link

<https://www.rewardgateway.com/blog/virtual-employee-recognition-celebration> (<https://www.rewardgateway.com/blog/virtual-employee-recognition-celebration>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://www.rewardgateway.com/blog/engaging-and-recognising-a-diverse-workforce> (<https://www.rewardgateway.com/blog/engaging-and-recognising-a-diverse-workforce>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://www.linkedin.com/in/thelittleunicorn/> (<https://www.linkedin.com/in/thelittleunicorn/>)

Would you like to add an additional webpage link?

Yes

Web Page Link 4

<https://fast.wistia.net/embed/channel/00fsxod71j?wchannelid=00fsxod71j&wmediaid=wgwv7rykvq> (<https://fast.wistia.net/embed/channel/00fsxod71j?wchannelid=00fsxod71j&wmediaid=wgwv7rykvq>)

Would you like to add an additional webpage link?

Yes

Web Page Link 5

<https://www.youtube.com/watch?v=8OXUyHO5b4U> (<https://www.youtube.com/watch?v=8OXUyHO5b4U>)

Would you like to add an additional webpage link?

Supporting Document

Download File (https://stevies-sage.secure-platform.com/file/13720/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxMzcyMCIwYXsb3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImNm9y2021_RG%20Internal%20Communications%20Strategy.pdf)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/13721/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxMzcyMSwiYXsb3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImNm9yAsZyYQRio6gzfIKLvU?EVP.png>)

Would you like to add an additional supporting document?

Yes

Supporting Document 3

No File Uploaded

Would you like to add an additional supporting document?

Yes

Supporting Document 4

Download File (<https://stevies-sage.secure-platform.com/file/13722/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxMzcyMiwYXsb3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImNm9yReward%20Gateway%20Workmode%20Guide.png>)

Would you like to add an additional supporting document?

Yes

Supporting Document 5

Download File (<https://stevies-sage.secure-platform.com/file/13723/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxMzcyMywiYXsb3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImNm9yI64o?Our%20Culture%20Book.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 6

No File Uploaded

Would you like to add an additional supporting document?

Yes

Supporting Document 7

No File Uploaded

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