

GMCP Ep. 025 - Gamifying Rewards and Recognition Using Bonusly

[INTRO MUSIC]

This is the Grow My Clinic Podcast by Clinic Mastery where we help you deliver amazing client experiences to grow your clinic.

BEN: Hey, welcome to another episode. We are your hosts, Ben Lynch and Jack O'Brien from [Clinic Mastery](#). And today, on the podcast, Jack, we are going to be talking about rewarding, recognising and reinforcing your values and how you can do that with some cool tech for your team members. So Jack, tell us a little bit more about what we will cover today.

JACK: Hey, Ben! Great to be with you on another podcast episode. Yeah, I think recognising, reinforcing and rewarding your team is a fantastic activity, right? We all think it is brilliant; it is all rosy, but when the rubber hits the road, it is one of those things that gets pushed down in the to-do list. And you forget about - do not get around to - it is a tough job. I was speaking to a couple of business owners this morning around this very topic of being able to recognise your team in a meaningful way.

And so finding the tools that allow you to do that is a challenge. But once you get them, they are so liberating. It is incredibly freeing, once you have got the right tools to be able to do this, in a way that enables you as the clinic owner to recognise your team, but also decentralise a reward system so that your team are recognising each other for when they are living up to your values.

BEN: Amazing ability for us to be able to use some technology here Jack and have a bit more of a system as we are always discussing. You have got to have a system around everything that you do in your clinic, and rewards and recognition are no different.

We often talk to a lot of clinic owners and often ask a question, "When was the last time that you recognised your team members?" Not necessarily in a financial way but just said "Well done!" for the job that they are doing? It might have been weeks or months that they have not done it.

And so, if we can set up a system and a structure behind this, it is really going to help keep your team a little bit buoyant and also knowing how well they are doing is really important to reinforce those values as you have talked about, Jack.

So, before we dive into some of those specifics of how to, I just want to pick you up there - you have touched on a very important point about reinforcing values. And so, clinic owners understanding, communicating, articulating those values is very important. Could you tell us a little bit more about getting that set before we can actually reinforce what those values are?

JACK: Yeah, sure. I think at [Clinic Mastery](#), we are really passionate about helping create values-based organisations. And so, working with hundreds of clinic owners now around defining and articulating your values, in a way that your team helps collaborate and contribute to is super important. But like you mentioned, the question is, "When was the last time you recognised your team in a systemised way according to your values?"

And for listeners, I want you to think about that. When was the last time you have recognised your team in a systemised way according to your values? If I can share a story with you - In my clinic, we sat down a couple of years ago, and said, "Right, it is time for us to define who we are as an organisation. What are our values? What is our vision, mission and values?"

And so, we fleshed all that out, ended up with values which would look fantastic on a poster or on a wall. It was on our internet site, on our hub. It was all over the place. But the last thing I wanted to do was leave that as beautiful posters on the wall, or just another tab in our comprehensive hub. So, how ironic is that? How often does that happen, right? Values that just stuck up on a wall.

And so, what we decided was to implement something, that I had understood from Daniel Gibbs and Shane Davis and yourself as part of Clinic Mastery called [Bonusly](#). So the result of defining our values meant that we were going to use a tool called Bonusly, and what Bonusly does - it gamifies rewards and recognition amongst your team.

And so now, what we were able to do in a systemised way is for my team to recognise each other according to our values, that we have all collectively defined. And it provides rewards, so we can recognise and reward in a systemised way according to our values. It is actually a remarkable tool. So the challenge for you

listening is, how do you create a system so that your team can recognise and reward each other according to your values?

BEN: And Jack, this is one aspect of a bit more of a holistic recognition of, you know, whether it is a pat on a back or you are reaching out - you're having a meeting and you are giving that feedback constantly to your team. So just putting into context here that using this app and software *Bonusly* - it is a free app, is that correct, Jack?

JACK: It can be free. We pay on a per user basis, so you pay per user. So, if you like, I can jump into the mechanics of how it works.

BEN: Yeah, for sure. Absolutely.

JACK: So, as a clinic owner, you set up an account, and the address or to find it on the interwebs is bonus.ly and we will link too in the show notes. Jump on there. We have an affiliate link there that you can follow and get you in the right place.

You set up an account and you pay per user per month. It might, I think - it is five bucks or so something like that. I do not really care. It is worth it a thousand times over. But you set up an account, and you pay per user.

And what you will do is that you give each of your team members points to give away per month. So you might give them a hundred points to give away to each other. You define what those points are worth. So, for instance, you might give your team a hundred points each to give away, and you have defined that ten points is worth one dollar.

Effectively, what you are doing is, you are giving your team cash money to give away to each other. And then what your team does - So let us say you have got team member Steve and he has got a hundred points to give away per month. Steve can choose how he gives those points away. But what he has got to do is give points to another person according to your values.

So what it does is it creates this feed. It almost like a Facebook type feed. So Steve has to give - what he might do is give ten points to Christine for living out our value of finding a better way. Okay. Or you might even put in there, "plus ten points to Christine for helping Mary out to her car with her walker, #findabetterway!"

And so this creates a feed. And so it is not just recognising Christine for doing something great but the whole team realises that Christine has done something great and one of the other benefits Ben, is that Steve recognises Christine and so the business owner does not feel all the pressure of having to recognise everyone every time.

BEN: And so Jack, often what happens is we come to November, and the clinic owners are thinking Christmas time, Christmas bonus, Christmas gifts. Would you suggest that this might be an alternative, that throughout the year people are essentially getting rewards and recognitions? Is it different from that or is it joined with it?

JACK: Yeah, sure. It is a good point. It depends on how you want to set up your clinic. In our example, we have decided that we don't need Christmas bonuses for the sake of it, you know. It is just an arbitrary bonus because it is a constant theme of recognition.

Because what happens Ben, in that same example where Steve is giving points to Christine, and let us assume that the receptionist is giving points to Christine, and someone else is giving points, Christine ends up building up her bank of points. Over three months, she might accumulate 480 points. She can then redeem those points for a range of different rewards, and she can choose. So it might be things like a iTunes voucher or an Amazon voucher or [inaudible] voucher. She could donate it to charity she chooses, she could redeem it for cash payout.

You as the clinic owner gets to decide how your team redeem their points. But what it means is that, Christine or whoever is on your team can redeem a bonus according to what is meaningful for them. So you as the clinic owner might think that giving someone a bunch of flowers is the ultimate form of recognition. But it might not speak to everyone on your team. What it means through Bonusly is that your team can be rewarded in a way that is meaningful for them.

BEN: Fantastic. So really for all the listeners out there. Please look into bonus.ly, Bonusly. It is a fantastic application. I am sure there are others. We have become quite familiar with this platform and use it quite well. But the intention here is to have almost a social recognition model where your team members are recognising one another. It does not have to just come from the top down, and it is based on Jack, what you pointed out so beautifully, it is based on the values, the values of your business, of your clinic.

And so, essentially, we are not just creating values to be put on the wall, like you said Jack. This is the actual practical application, the accountability to keep those values alive and being lived on a daily basis. And your team, you know, that keeps it front and center for them, Jack, on their mind, because they are recognising their peers based on displays of those values.

JACK: Yeah. It is constant on their mind. And it is fun! It is social. It is competitive. There are all sorts of gamifications that you can make for it. It is a bit of a tricky system to set up and pride of this course is helping some of our [Clinic Mastery Business Academy](#) members set this up, that is part of your done-for-you Business Academy that we make that happen. But once you get it going, it is such a beautiful system that helps delegate and empower your team to do things so it does not all rest on you as the business owner. So you can do what only you can do and do well.

BEN: Fantastic Jack! And as we are always talking here, the systems are sole key for your business. And if it does not have to rely on you, you allow the team to do it, then that just gives added strength and structure to your clinic moving forward. We want it to rely less on you.

So, a brilliant platform, please check it out and it is a great practical way as we have said to live out those values on a daily basis and gamify - I love that word there Jack. Make it a little bit exciting for the team, a little bit different to what they would normally do. Beautiful.

Well, thanks so much for tuning in to another episode of the podcast! We would absolutely love your honest reviews and ratings on iTunes, or whatever listening platform you choose. And if you could share it with your friends and colleagues on social media, it would absolutely mean the world to us.

We suggest that you head on over to clinicmastery.com/podcast to get the show notes here and show notes from every podcast. And you will also see links there to our free [Grow My Clinic resources](#) and online training where you can take simple steps to grow your clinic.

I am going to say a big thanks to Jack as always - very practical content and usable content. Everyone listening, have a spectacular day and we would love to hear how you go implementing a structure like Bonusly.

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