

# Team member recognition

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At Bell, we believe in offering a healthy, equitable and engaging environment, where people are motivated to do their best and are fairly rewarded for their achievements. We actively engage team members in a variety of ways and continue to focus on recognition and appreciation, encouraging team members to celebrate the success of all colleagues.

At Bell, we encourage both formal and informal recognition, and we strive to raise the profile of role models to boost company pride and offer encouragement for all team members.

## Recognition programs

In 2021, we launched Better Together, a new and unified recognition program for all team members, leveraging a leading platform. The Better Together recognition program transforms how we recognize team members, and provides a meaningful and fun way for Bell teams to connect and celebrate milestones. This has been vital during the pandemic, in situations where our team members have not been able to meet in person. Better Together, a points-based recognition program that reinforces one Bell team, provides transparency and consistency by rewarding the same behaviours across the company, enabling collaboration for all Bell teams and facilitating peer-to-peer recognition in a simple and timely manner.

SDG 8



Some of the features of this new program include:

- Every team member has a standard allocation of points and the ability to award those points to others
- Recognition can be sent to any team member or group in any business unit or affiliate company
- Recognition is posted to the newsfeed in real time so others can like or comment
- Leaders have access to a My Teams dashboard which provides real time analytics on various metrics
- The celebrations feature allows team members to send a digital card to say congratulations, welcome to the team or to mark other occasions
- If team members choose to share their birthday or service anniversary in the program, their team will receive an invite to sign a digital card which will be sent on the celebration date

86% of team members have activated their Better Together account and 264,600 recognitions have been received in Better Together since the program launched in March 2021, with 31% of users receiving at least one recognition. Team members that are recognized with points can redeem an item that reflects their own personal preferences. The Better Together catalogue offers a wide range of items including merchandise, pre-paid cards, gift cards and egift cards from The Source, where team members can use their Employee Discount Plan (EDP). The program also offers the option to donate points to over 6,000 charities. The catalogue offers items at the lowest recognition level, so team members can choose to redeem their points after receiving only one recognition or can save up for more expensive items. Points never expire, and team members can add items to their wish list to track how close they are to being able to redeem them.



## Recognizing our new Bell behaviours

To support our new unified approach to recognition, we introduced six recognition behaviours that are the foundation of our program. When team members send a social or points-based recognition or nominate an individual or team for an award, they are asked to select one of these behaviours below:

- Customer champion
- Collaborative partner
- Growth generator
- Game changer
- Mental health and inclusion advocate
- Community leader

## New quarterly awards

Better Together offers all team members the ability to nominate others in a fair and unbiased way for our new unified quarterly awards program, Excellence and Innovation. Quarterly award winners are chosen by a neutral and formal recognition committee, comprised of members from all levels and functions within the business unit, and governed by business unit leaders. Awards can be provided to a team or individuals that receive a significant number of points in the Better Together program. Winners are celebrated in quarterly company-wide communications.

Business unit leaders can recognize Excellence and Innovation winners with a Bravo award, Bell's most prestigious honour. These annual awards are presented to team members at all levels, tenure and job functions. Each Business Unit is provided with an allocation of seats to ensure equitable representation across the business, and the selection process is governed by the CHRO to ensure fairness. Recipients are recognized at the Bravo Gala, which was held virtually in 2021. When COVID-19



interrupted our original plans for an in person gala, we quickly pivoted to a virtual event. To maintain the prestige and glamour of the evening, each winner received a significant financial award, in addition to a carefully curated gift box. This high-end box encouraged winners to celebrate with style from home, and included the prestigious Bravo crystal trophy, a bottle of premium champagne or mocktail kit, two champagne flutes, a commemorative booklet highlighting the achievements of each winner, a gift certificate for dinner and a letter of congratulations from the CEO.

### The Bravo Awards – a closer look

The Bravo Award is the highest honour at Bell, recognizing the most outstanding performances by individuals and teams. The Bravo Awards Gala is a prestigious event, with every detail planned for winners and their guests. The evening includes award presentations and a live musical performance. In 2021, BNN's Amber Kanwar and platinum recording artist, Marie-Mai, hosted the bilingual virtual event. The gala featured an interview with Canadian NFL star Laurent Duvernay-Tardif and musical entertainment from the iconic Canadian entertainers Tom Cochrane and Charlotte Cardin. Throughout the evening our President and CEO personally congratulated winners for their remarkable achievements and dedication to making Bell better. Winners and executive hosts could interact in live video networking rooms, talk using the chat feature and use the virtual photo booth to share how they and their families were celebrating this incredible evening.

## Recognition for service anniversary

In addition to the service anniversary digital cards that are accessible to all team members in Better Together, we also offer a formal service anniversary program to celebrate significant milestones in the careers of Bell team members. In addition to a traditional lapel pin, team members can choose from an online catalogue of curated gifts to celebrate their service anniversary. We recognize our team members' first milestone in their fifth year of service, and every five years after that – right up to 50 years at Bell.

## Honouring a retiring team member

The President's Wallet Program marks a team member's retirement. All retiring team members receive a leather wallet, embossed with the company logo and a letter personally signed by our CEO, thanking them for their contribution and noting their years of service. The President's Wallet was first presented to retiring team members on November 3, 1931, by then president, Mr. C.F. Sise, Jr. In the 1930's, there were not as many forms of official identification as there are today, for example, there were no credit cards or social insurance cards. To remedy this, Bell started to issue identification cards to pensioners. Even though they were made of heavy paper, they quickly deteriorated through use and became barely legible over time. The tradition of the wallet was established as a suitable holder of the I.D. card, which was (and still is) signed by the President, hence the name of "President's Wallet". This distinguished gift has been given to all retiring team members for almost 90 years. In addition, team members receive a generous pre-paid gift cards to celebrate their retirement.

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