

Employee recognition

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

In 2019, we conducted a deep dive into our recognition programs to look for opportunities, and to ensure alignment with best practices and with our strategic imperatives. Recognition champions, who support the recognition programs in each business unit, continue to meet on a regular basis to evolve our programs, share best practices, and to discuss program and tool enhancements.

Recognition takes several forms at Bell, both formal and informal, as we strive to raise the profile of role models to enhance pride and encouragement for all.

Formal Recognition

Bell's formal recognition programs consist of three levels based on contribution and achievements at the local, business unit, and corporate levels.

Level 1: Local

Business units recognize everyday achievements within departments and teams. Typical rewards include gift certificates, financial rewards, and thank you cards

Level 2: Business unit

Quarterly award winners are chosen by a recognition committee with members from all levels and functions within the business unit. Awards can be provided to individuals or team, who each receive a financial reward

Level 3: The Bravo Awards

Business unit leaders may nominate Level 2 award winners for a Bravo award, Bell's most prestigious honour. The awards are presented at the Bravo Gala, with each winner receiving a trophy, a letter of congratulations from the President and CEO, as well as financial reward

The Bravo Awards – A Closer Look

The Bravo Award is the most prestigious recognition award at Bell, recognizing the most outstanding performances by individuals and teams. Aligned to the execution of one or more of Bell's 6 Strategic Imperatives, the Bravo awards underscore excellence across the organization, honouring those team members who contribute in a meaningful way to moving the business forward.

To qualify for a Bravo Award, team members must first win recognition in their business unit, after which their nomination is considered among all similar winners from across the company. Each Bravo award includes a financial reward, an invitation to the Bravo Awards Gala with a guest, a trophy and personal recognition from our President and CEO, as well as from business unit leaders.

The Bravo Awards Gala is a prestigious event with every detail, including travel and hotel arrangements, carefully planned for winners and their guests. The evening includes a reception, dinner, the award presentations and a live musical performance, which in the past has featured artists such as blues singer Nikki Yanofsky, The Sam Roberts Band, Blue Rodeo and John Legend. In 2019, the event was hosted by Marci Ien and Melissa Grelo from CTV's The Social and the gala featured musical entertainment from the iconic Canadian band, Barenaked Ladies.

Throughout the evening, our President and CEO, personally congratulates winners from every business unit across the company for their remarkable achievements and dedication to making Bell better.



Recognition for Service Anniversaries and Retirement

Employee service awards celebrate significant milestones in the careers of Bell team members. Employees receive a pin, a photo ID pin or a framed certificate signed by the President. In addition, employees can choose from a 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.

The President's Wallet Program – a tradition since 1931 – marks a team member's retirement. All retiring team members receive a leather wallet embossed with the company logo as well as a letter personally signed by our CEO, thanking them for their contribution and noting their years of service.