

Team member 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 recognition and appreciation, encouraging team members to celebrate the success of all colleagues.

In 2020, we developed a project to build a best-in-class recognition program for all team members. This new unified program, to be launched in early 2021, will strengthen a One Bell mentality and support our Strategic Imperatives. Our aim is to reward the same behaviours across the company by enabling simple and timely recognition and collaboration across all of Bell's teams.

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

Bell's 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 awards are financial and winners are chosen by a committee with members from all levels and functions within the business unit. These are awarded to an individual or a team.

Level 3: The Bravo Award

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, which was held virtually in 2020. Each winner receives a financial award, as well as a carefully curated gift box, which includes the prestigious Bravo crystal trophy, a bottle of premium champagne, 2 champagne flutes, a commemorative booklet highlighting the achievements of each winner, a gift certificate for dinner, and a letter of congratulations from the President and CEO.

THE BRAVO AWARD—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, 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 planned for winners and their guests. The evening includes 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 2020, Tyrone Edwards from CTV's Etalk and Chantal Machabée from RDS hosted the bilingual event. The gala featured musical entertainment from the iconic Canadian entertainers Jann Arden and Quebec's Marie-Mai. Throughout the evening, our President and CEO personally congratulates winners for their remarkable achievements and dedication to making Bell better.

Recognition for Service Anniversaries and Retirement

Team member 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 our CEO. In addition, team members 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—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.

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