

BMO^vation

Recognition Brand Overview

Our recognition strategy

At BMO, we're all about growing the good and bringing a human touch to everything we do. That's why recognition is so important to us. It makes our relationships at work extra meaningful. It empowers people to grow their talents. It helps us further our mission and build a Winning Culture.

Our goal is to create consistent, recognizable experiences that everyone feels part of. As we consistently apply the following brand elements to all recognition programs, tools, and campaigns, we will build awareness and encourage recognition habits for everyone.

BMOvation

BMOvation

RECOGNITION NAME: ENGLISH

Recognition at BMO is called BMOvation. It echoes the emotion, authenticity, optimism, and energy of our BMO brand. It says recognition is all coming together to celebrate BMO people and their great work.

ovation[.]BMO

ovation[.]BMO

RECOGNITION NAME: FRENCH

BMOvation



BRAND ELEMENTS

The circle is a prominent element of the BMOvation recognition brand. Solid, transparent, and patterned circles add a celebratory, friendly energy. Circles are also used as windows for expressive human photography—helping us keep BMO people at the center of recognition.

Linear icons are used in a more limited way when we need to communicate specific emotions or ideas quickly.

See the good. And celebrate.

Making recognition a part of our everyday is how we grow the good at work. When you see teamwork or ideas or impact that really impresses you, never hesitate to give an Applause on BMOvation.

Bold work. Big thanks.

When you want to say “awesome!”—don’t hold back, send an Applause to say how appreciative you are! Recognition at BMO is all about celebrating champions of progress and catalysts of change. Be a part of appreciating brilliant work on BMOvation.

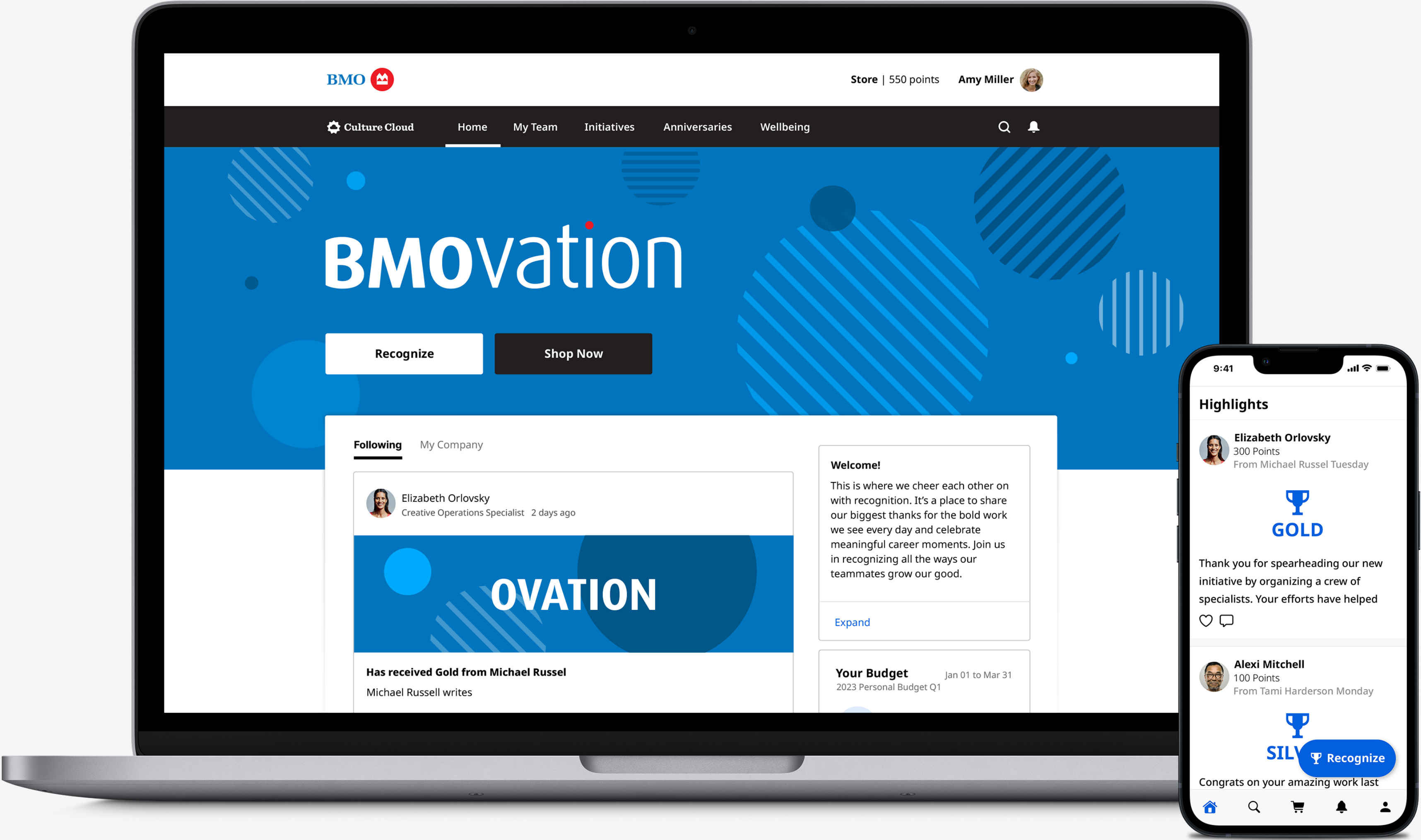
Cheers to all of us

Bold people doing their best work deserve big recognition! That’s what BMOvation is all about—cheering for wins of all sizes, applauding everyday efforts, and celebrating anniversaries in a big way.

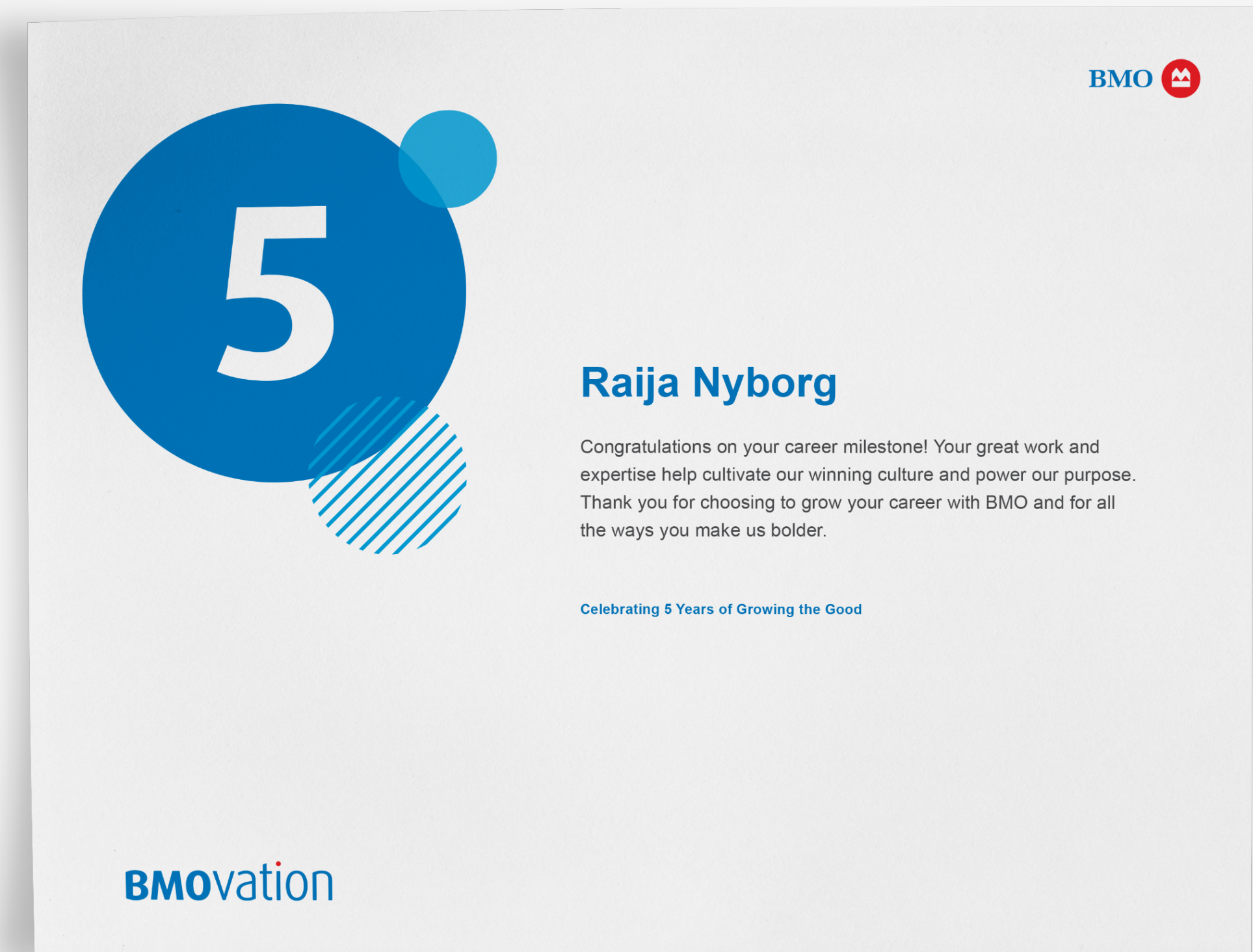
MESSAGING

An ovation is a public, exuberant expression of appreciation. BMOvation messaging should echo that energy and inspire everyone to participate. In all communication, we encourage frequent use of BMOvation by making it feel approachable, inclusive, and easy to use. Always direct employees to the BMOvation platform and encourage use of specific tools.

When possible, connect recognition to our mission and values. Ask BMO employees to look for and share appreciation with teammates bringing our values to life and building a Winning Culture.



BRAND IN ACTION: WEBSITE





Bold work. Big recognition.

Let's set the stage for our new recognition experience! When a colleague's bold thinking saves the day. When they spark something within you. Or do something that makes you say, "Whoa. That's awesome." Don't hold back—give them your biggest thanks on **BMovation**.

Join the celebration on [BMovation](#)

BMovation





BMOvation

A new way to recognize and energize

Recognition is part of our Winning Culture at BMO. That's why we're elevating the way we recognize each other with our new program, BMOvation, launching this summer!

BMOvation will replace BMO beam on a new platform with a refreshed look and feel, plus new features and an expanded award catalogue. The new system will help make recognition at BMO more meaningful, inclusive, and seamless for all employees.



BMOvation

Start today with a cheer!



We know bold work deserves big recognition. Welcome BMOvation, BMO's new recognition platform with great features and expanded reward options to make recognition more meaningful, inclusive and seamless!

Now you can:

- Seamlessly recognize great work when you see it with an Applause eCard through MS Teams or the mobile recognition app
- Nominate employees who go above and beyond for quarterly "Grand Ovation" award consideration
- Be recognized and rewarded in the moment with a new feature that allows Leaders to send "Ovation" eCards with points
- Choose from new recognition categories and an expanded library of eCards to recognize your colleagues with
- Redeem points for items (including Air Miles) from the upgraded rewards catalogue
- Celebrate and get rewarded for milestone work anniversaries as part of your Total Rewards by selecting a gift from the upgraded and expanded Milestone Awards catalogue

Watch this video and log in to BMOvation to view our employee guide to learn more.

BMOvation



BMOvation

Better recognition starts with you



The day is finally here! BMOvation, our new recognition experience is live. As a manager, sharing daily appreciation can help you spark individual growth, accomplish team goals, and build a Winning Culture.



BMOvation

Better recognition starts with you



The day is finally here! BMOvation, our new recognition experience is live. As a leader, you're a role model to teams all across BMO. That's why we encourage you to start participating early in our new platform!

By taking the lead in recognition, you'll energize teams to join BMOvation, prioritize daily recognition, and live our Winning Culture. Read our leader guide for more details on BMOvation and its new features like everyday Applause and Ovations for recognizing and rewarding performance outcomes in the moment. Also, learn about your unique role in the quarterly Grand Ovation Awards.

Get started

BMO 

Employee recognition guide

Grow the good with gratitude


Bold people doing their best work deserve big recognition! That's what our new recognition program, BMOvation, is all about—cheering for wins of all sizes, applauding everyday efforts, recognizing performance outcomes, and celebrating milestone anniversaries in a big way.

We want everyone to be part of recognition and make everyday thanks a habit. In fact, it's proven to help you feel more connected to your team and leader, and more fulfilled at work overall. This guide will help you learn how to make recognition more meaningful using our recognition tools. Ready to celebrate colleagues for their impact? Let's do it!

BMOvation

Recognize wherever you work

BMOvation is integrated into our own work tools, making everyday recognition easier and more accessible! Check out the three ways you can access BMOvation to recognize your colleagues:




BMOvation Culture Cloud website
Visit BMOvation on your laptop or desktop.




Microsoft Teams
Open Teams and select the BMOvation icon in the navigation toolbar.



Culture Cloud app
Download our new recognition app to your phone or tablet to appreciate great work on the go.



Share your biggest cheer



Applause (everyday e-cards)
Have you seen great work today? Applause are your easy everyday e-cards for saying "I recognize and appreciate the work you're doing!"

Ovations (in-the-moment reward and recognition)
A new way to receive appreciation is here! Ovations are in-the-moment recognition for colleagues who go above and beyond to deliver impact and live our Winning Culture in inspiring ways. Senior leaders can give Ovations with values of 100, 250, and 500 points, and anyone can receive them! When you receive an Ovation, there will be a post on the BMOvation social feed so everyone can share in your recognition!

Social feed
Check out the great work happening across BMO in real time! Like or comment on colleagues' recognitions posted on the social feed.

Award store
Use your recognition points to shop from top brands, gifts cards, and vouchers to experiences and subscriptions in the award store.

Grand Ovations
Grand Ovations are awarded by leaders once a quarter. With our new in-platform nomination process, anyone can nominate colleagues for Grand Ovations. Nominations will be routed to the nominee's direct manager to review and approve. At the end of the quarter, Grand Ovations award winners will be selected from the pool of eligible nominees. Selected winners will receive an award certificate from their leader and be rewarded with 1,000 BMOvation points! Details of the award nominations will be shared with employees at the end of the quarter.

Celebrate anniversaries in a big way



Celebrating milestone anniversaries is an important part of recognition at BMO. Milestone anniversaries are different than everyday great work—they're a chance to recognize growth over time and celebrate your colleagues' career journey with BMO. Your participation is essential to making their anniversary special!

Milestone anniversary Yearbook
We want to continue to make milestone anniversary celebrations meaningful and personalized. To celebrate your milestone, you will receive a personalized Yearbook! A Yearbook is a digital anniversary experience which you will receive on your first, third, and fifth anniversary—and every five years following then (1, 3, 5, 10, 15, etc.). The digital Yearbook will allow your managers, teammates, and colleagues across the bank to add meaningful notes of congratulations with images and photos to celebrate your career milestone.

When recognition happens regularly in teams, the odds of having a strong work community increase

508%



Source: Gallup, 2013. The Benefits of Recognition in U.S. Banks' Global Culture Report

Make recognition meaningful

Effective recognition is a great motivator to reinforce the performance or behaviours we want to see more of from others.

To have more impact, make it timely, personalized and meaningful to those receiving it.

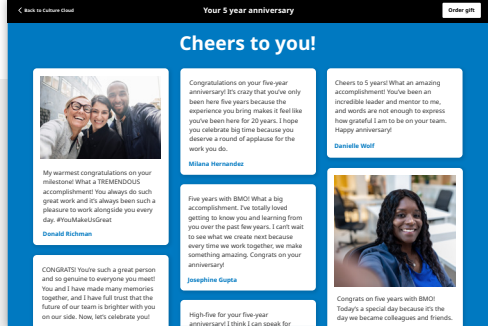
- Recognition is more than a quick "thank you" or "great job". Acknowledge what they did, the impact it had on you or others, and how that made a difference.
- Remember we all have preferences in how we like to be recognized. Find out what matters most to your colleagues (not everyone may want to be in a public spotlight).

Sign a colleague's Yearbook

When one of your colleagues is celebrating an anniversary, you'll receive an email from appreciate@octanet.com inviting you to contribute to their Yearbook and make their moment even more meaningful.

Craft a message that honours their unique contributions and growth over time. Make it meaningful by uploading photos from past work events or a fun image. Be sure to respond right away so you don't miss the deadline!

A gift from us to you
Starting on your five-year anniversary you'll be invited to select a gift from a curated collection in our online awards store. Choose something you love to mark the moment! Check out these five-year sample Yearbook messages to make your colleague's milestone celebration special.





If you're creating support materials and communications for BMOvation, please contact XXX.