



## Peer to Peer Programs

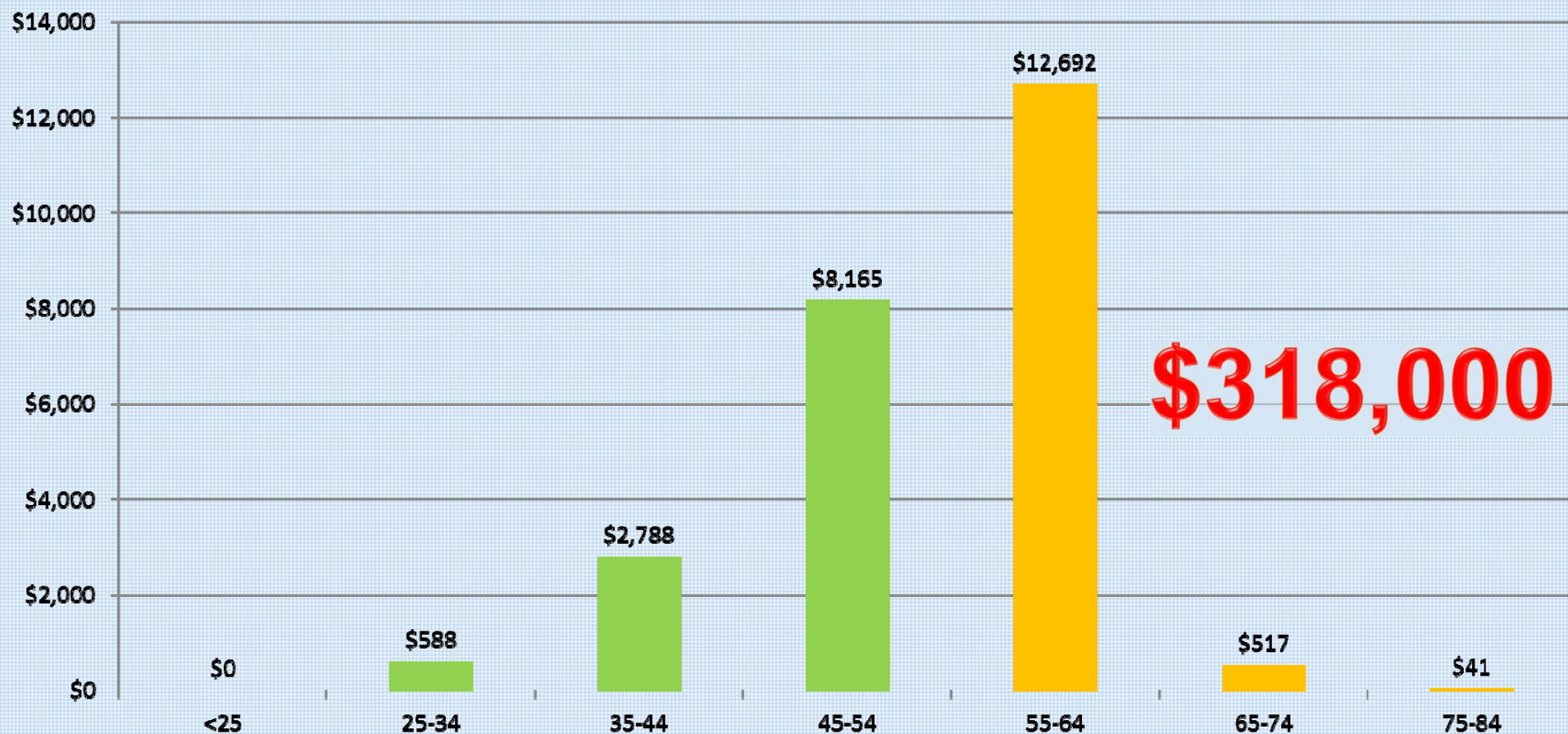
## Making the Connection



## DO YOU NEED PEER TO PEER

- Reorganization
- Retirement Attrition
- Poor participation among younger employees
- New Hire recruitment
- Or... you just need to raise more money!

## PER PAY INCOME BY AGE GROUP





## I WISH I HAD KNOWN....

- Don't assume your management knows how Peer campaigns work
- Start planning 6 months earlier than you think!
- Do a team building social event along with in-person training
- Some managers just don't get it
- Budget cuts and the impact on success

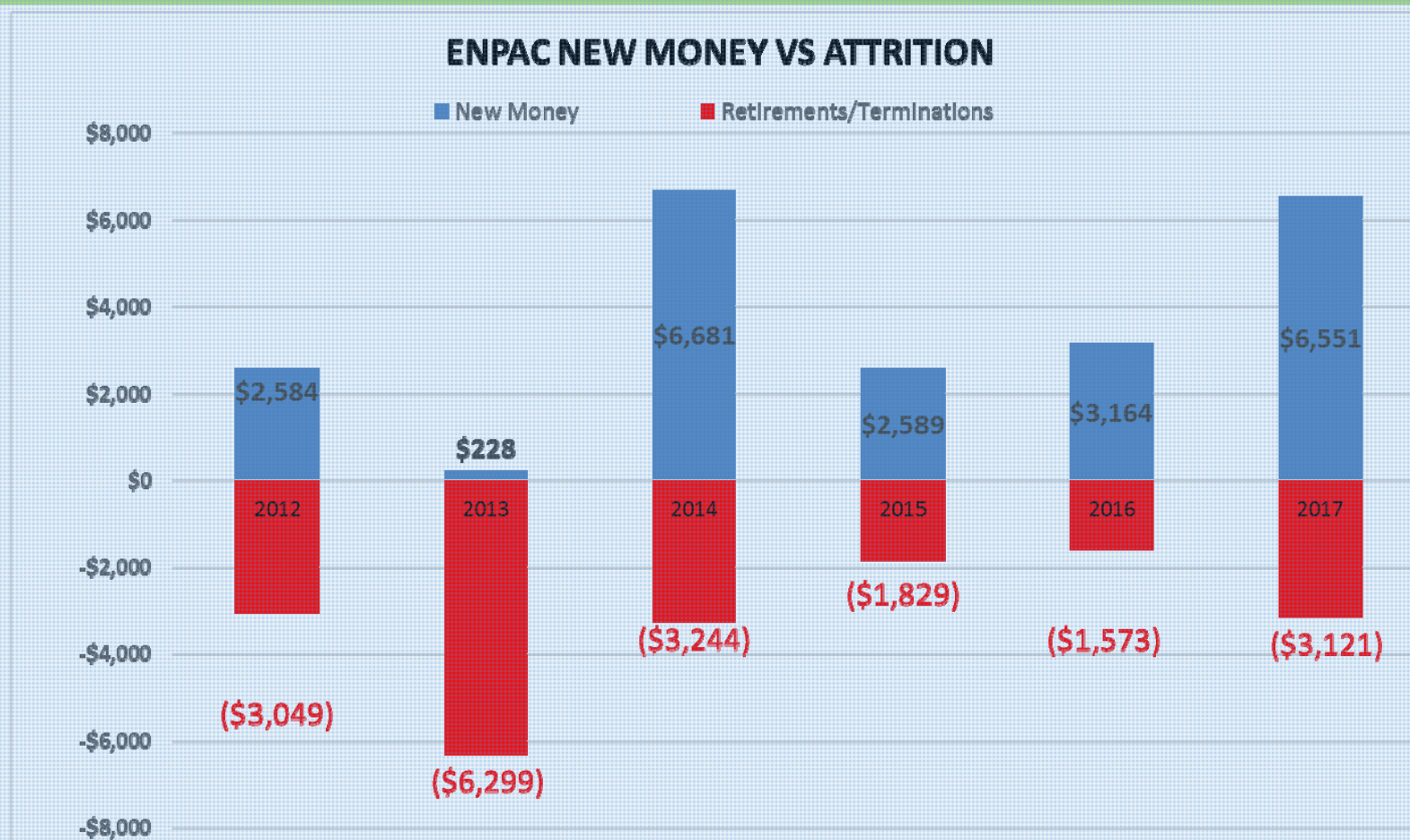
## MORE LESSONS LEARNED

- Hire an expert in Peer to Peer programs. Invest in the best
- Face to face training is best
- Incorporate your local government affairs staff into training
- Give your ambassadors tons of praise and credit – Rewards work!
- Communicate often
- After your program is established, use your ambassadors to help build the team

## MORE THAN EXPECTED!

- New Money Goal 50k - **\$157k annual in new money raised !!**
- New Hire Goal 4% - **At year end, 32% !!**
- Leadership Goal 10% - **At year end, 32% were Directors or Above**
- PEER TO PEER BONUS !! **39% of the new members are under 40**

## POSITIVE IMPACT ON ATTRITION







Our Voice. Our Company. Our Future.

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