

Engage employees

On the frontline

We are engaging our workforce by aligning personal performance with corporate objectives, recognizing employee contributions and encouraging dialogue.

Commitment and performance

At the core of our success is the commitment and dedication of our people. Whether they are on the frontline working directly with customers, or behind the scenes, their efforts are critical to us achieving our objectives. In 2009, for example, reducing our operating and capital costs would not have been possible without the hard work of employees. This is why engaging employees will remain one of our five key strategies in 2010.

Last year, we introduced several initiatives to inspire and motivate employees, among them a new recognition program to identify and reward outstanding contributions. We also improved the tools we provide our leaders to help them better coach, develop and foster talent in our people. In 2010, we will further strengthen the ability of our leaders to engage our workforce with improved performance planning, talent management and leadership development programs.

Communicating with employees

When our employees understand our strategies, they are more likely to support them, see themselves in them, and advance them. In 2009, we increased the quality and frequency of communications between employees and senior management, which helped ensure all employees fully understand our five strategies and know how they contribute to our success.

Many Bell Aliant employees go the extra mile for the success of our company – and our communities. Tori-Lea White of Huntsville, Ontario, for example, was instrumental in the success of our Backpacks for Kids™ program, which saw over 3,400 backpacks filled with school supplies and distributed to families in need in 2009.

