

How to Give Memorable Recognition to Employees on Your Hybri...

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SPEAKERS

Ginny Bianco-Mathis, Mitch Simon, Dan Kasper

M Mitch Simon 00:10
Welcome to another episode of Team anywhere where CEOs, leaders and experts are building teams, companies, organizations,

G Ginny Bianco-Mathis 00:20
and amazing cultures share how to lead from anywhere in the world. I'm your co host on the East Coast, Judy Bianca Mathis,

M Mitch Simon 00:28
and I'm your co host on the West Coast. Mitch Simon. And we invite you to join us team anywhere. What if you couldn't measure culture? What if you can measure team and inner team interactions? What if you could build a culture that gives employees the one thing they're begging for consistent and authentic recognition? On this week's podcast? Dan Casper, founder of wishlist shows us how to build a culture that values and practices recognition in unique ways and has the data to prove its efficacy. You'll want to stay tuned to perhaps the most effective tool to enhance your culture, as you team anywhere.

G Ginny Bianco-Mathis 01:16
Welcome to another episode of Team anywhere. I'm your co host, Dr. Virginia, Bianca Mathis on the East Coast. And I'm here with my fabulous co host, Mitch Simon on the West Coast. Hello, everybody. Yes, and I am here with a wonderful guest. We are here. I'm Dan Casper. And Dan is a growth architect, an innovator with passion for building high performing teams and deriving long term results by leveraging the power of technology and challenging the status quo. He was in the Navy, the US Navy for six years in special operations will with SEAL Team Five now

that's a whole other podcast. Right. And after leaving active duty, he worked for air air b&b. And he initiated an executed global expansion for the trust and safety teams in the America and Asia Pacific. He is currently CEO of wish list, an HR technology organization, which helps build cohesive cultures and engagement within workforces. And in his spare time. He just loves to go out and look for stories or create them himself. Welcome, dad.

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Dan Kasper 02:46

Yes, thank you both. Thanks, Jenny. I see we have the east and west coast represent and I'll join from the mid coast here in Colorado. But appreciate you guys hosting. Yep, I look been looking forward to this opportunity and a chance to connect with you guys on anywhere podcasts. Thank you in advance for having me. Oh,

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Ginny Bianco-Mathis 03:03

terrific.

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Mitch Simon 03:04

Great. Great to have you here. We got someone on mountain time now.

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Ginny Bianco-Mathis 03:11

We have really learned our time as having a podcast. So Dan, we're gonna start off like we usually do at least for maybe one more year, then we may have to drop this but what have you learned? Yeah, what did you learn during this real too much was few years? Yeah, with the pandemic coming out going virtual, all that good stuff.

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Dan Kasper 03:37

Yeah, you know, you're exactly right. It has been an interesting or even, you know, tumultuous past few years. What we're seeing from the HR space is, you know, the really the work landscape has completely shifted. And if we have business leaders haven't shifted how we're investing in our culture or supporting our people. Odds are our team's performance and culture are also impacted or suffering as well. And why is this happening? Well, because strategies and initiatives also need to adapt to the drastic changes that have happened are continuing to happening within the work environment in the overall ecosystem 2020 and the aftershocks now that are kicking into 21 and as you mentioned, potentially getting into 2022. I really shaken the organization's and the work landscape to the core, we're seeing that employees have been feeling unappreciated, unsupported and alone. Conversely, companies are also scrambling to adapt to this new era of work. So if we aren't adapting us as employers and leaders within the business landscape, we're also falling behind whether we know it or not. So, as you mentioned in your question, there's definitely a lot of data and insights coming off this phase of the workforce. So let's look at some of those specifically tailored to the last two years and kind of surrounding the employee engagement space and culture. We're seeing that 91% of

employees working from home reported experiencing moderate to extreme stress, and 69% of workers claimed that the past few years alone have been some of the most stressful times that they've experienced their entire professional career, including major events like September 11, or even the 2008 recession. So to counter this, we've seen an increased trend of successful employers playing an expanded role in their employees, financial, physical and mental well being. So it's time for us as employers to really step up and to offer some more help into various components of our team's lives. So McKenzie consulting actually ran an interesting study, which showed that organizations that have been investing in building engagement over the last two years will be in better positions than others, because building these cohesive cultures, also has a direct link to business performance. And these cohesive cultures are something that we really believe in with our software, we define it as an organization's ability to innovate experiment, and also kind of quickly take advantage of new opportunity. So it's especially important today's environment, and those companies that are adapting investing their people are seeing 55% more productivity across their teams, 49% increase in wellbeing, and 21% increase in their bottom line.

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Ginny Bianco-Mathis 06:08

Right. Right. Which then, to fill that all in his wish list? And could you just give us a description? Who what his wish list?

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Dan Kasper 06:22

Yeah, wish list is a human resources company in the tech space, we focus on building engagement and culture. So our mission is essentially to amplify company performance through igniting the power of people. So we, our software aims to do that through you know, kind of taking core human concepts that have been around for millennia, the art of human connection and the psychology behind it, we then digitize it. So whether you're on the East Coast, the West Coast, West Coast or the mid coast, you can still be involved in building that culture. And thirdly, we're also linking that to company performance. Because we we understand that businesses aren't just social clubs, they're out to accomplish something. And so we are connecting the data piece to human behavior and culture as well.

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Mitch Simon 07:06

Okay, so I gotta jump to the chase, because that was a lot of data. Thank you so much for that, Dan. Yeah,

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Ginny Bianco-Mathis 07:13

we learned data.

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Mitch Simon 07:16

Okay, everyone has heard that we need to invest in our culture. And for the most part, most people have no idea where to invest. Because investing in a culture was always hush-hush, and

people have no idea where to invest. Because investing in a culture was okay, lunches, and social events, and comfy chairs and ping pong tables, where are people investing? And what are the returns that are finding right now?

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Dan Kasper 07:38

Yeah, absolutely. So the the correct answer is it depends. Like any lawyer will tell you. But it really does. Because, you know, your culture is very unique, and it should be unique, it should be different. It should be your culture should be defined independently of that of others. So I think it depends upon your values and what you're trying to accomplish. And that's what I suggest starting in is making an investing in a system that is unique, and accomplishes what you want it to for your specific vision and mission. So that may be in what we're seeing is things that have been done in the physical world, she's tried to look to solutions that are doing that in the digital world. So what we see in what we adapt and build are a solution to incentivize behavior. So that's with a rewards solution. And what we do differently in the reward space is instead of offering plaques and trophies, we're very passionate about things that are memorable. So we leverage experiences. So think, driving Ferraris, skydiving, brewery tours, trips to Costa Rica, things that are a bit more meaningful, and they can help build your employer brand. And we're also seeing the needs coming out of the COVID environment really changing on recognition. And that's the biggest change that we've seen in the workforce is, you know, companies have worked extremely hard to build their culture. And now they've had to shake that up. And so while even recognition solutions that have worked for companies in the past, now, if they're not doing things differently, they're starting to fall behind and create gaps within their organization, because one of the demographics have shifted within the workforce pretty significantly in the past few years. But also we have a new environment. So what we're seeing being very important in today's solutions that people should look for to kind of develop their culture is recognition solutions that are impact focus. So what has traditionally been a solution to send points back and forth as a way to say thank you for seeing currency is less important to today's demographic. So look for solutions that are more impact focused, so you're able to see how different people and teams are performing even in remote environments. We're also seeing that recognition of today is less just a to b is less just from Mitch to Ginny, perhaps there's Dan involved too. So we're seeing a multivariate import approach being very important. So like peer to peer to peer concepts, solutions that are also making recognition less of an afterthought. thought in more top of mind through prompts or integrations or leveraging technology to run and automate programs for you is very important. And then we're also seeing a very push towards power of choice and more meaningful concepts. Again, one solution isn't a fit all for others. So making sure you can link to your company values, link to your performance goals, and make sure something's unique and fun to be engaged with.

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Mitch Simon 10:25

So can you give us an example or two or three on impact focused solutions that have worked in companies that you're working with?

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Dan Kasper 10:33

Yeah, of course. So like, like a use case for us? Yeah, of course. So yeah, we actually recently

started working with a company out of the bay area, they have about 1400 employees there in the suit, computer network and IT security. But they had a need, because they hadn't really updated their rewards and recognition strategy. In about eight years, they had looked to leverage more of the power of choice to fit their diverse team. And they wanted rewards more meaningful than their gift cards. So they ended up going with wishlist, because we were impact and are more impact focus and not about points. That's a key differentiator for us. We have top notch experiences. And then we have integrations to Microsoft Teams. So it's in places they already work. So exciting to see is that to date, 68% of their team has been rewarded. We're also seeing weekly engagement, about 60%. And then their employee net promoter score, which is a unique way to measure kind of company culture, and happiness within that as a likelihood to recommend working there is actually 27% to 52 cents the launch. So it's been fun to look at the data pieces and some of the things that they were able to find by using the wishlist software, as we have, we actually doubled down on data and insights surrounding people. And that separates us from others because we realize, you know, humans are very complex, they're not just binary and zero ones. But it's so important to be able to gather data surrounding your people. So we one of our data elements is actually inclusivity score. And so they're able to use that tool to see the relationship between sales and account management was actually degraded, because there's less interactions between those departments as compared to others. So they're able to jump in with some team building. And now their interactions have improved, and since their launch process from new clients has also improved. And then finally, they also realize the trend that off boarded, employees were recognized 40% less than current company averages, so they can create flags and insights and warnings that, hey, if somebody is not getting recommendations at this level, it's time to start doing so or they're going to be a flight risk for us. So these are some of the data and insights that we like looking at. And it's been interesting to see them used in the wild from some of these case studies and use examples. So

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Mitch Simon 12:46

yeah, have a have an impact focus reward, because we're used to get you know, in our world here, you know, it was on the West Coast, you know, oh, I got a gift card. Oh, I got money. Oh, I got a bonus. Oh, I got a thank you note. What are some things that are actually happening with the companies that you're working with? What are they receiving that such that they go, Oh, my gosh, this is amazing. And my NPS net promoter score went up.

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Dan Kasper 13:11

Yeah, that's the unique thing is you know, rewards are so it can be so specific to people and, and being able to leverage the power choice is really what we're excited about. As I mentioned, we originally started with experiences and have since built out a marketplace, we have about 5000 of those things that are a bit more meaningful, go horseback riding, ski in the mountains, go to a spa day, stuff like that. We also expanded we offer travel now for some of those sales spiffs or more high value rewards. So you can travel on behalf of your company, we have swag, so you can wear and you represent your company swag, and apparel, we have custom rewards that companies can build as well. So that'd be lunch with the CEO additional paid time off. So really kind of having custom approaches. And even through COVID, we had to stay at home category that was about 62% of our bookings, things like executive coaching or learn a second language. And so some of the fun stories coming off this is we actually saw recently a couple get engaged through a wishlist experience, and a reward we also word exactly. So these are

some of the you know, interactions that are happening being facilitated on behalf of the employer. And now we're talking about stories and memories. And things like cash is always great, right? It's great to get that monetary reward. We're not saying, you know, that's you know not to do that. We're saying that there's additional things you can do that can be more memorable and help you build your brand and connect people and build your culture, which is really how we tried to leverage our marketplace.

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Mitch Simon 14:34

Yeah, I love that. I love the way that your focus is on story. Focus rewards. Yeah. If I get a gift card, there's no story there. If I go horseback riding or fight, I find my wife. That's an incredible story.

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Dan Kasper 14:45

Exactly. Right, right. You're exactly right. I mean, that's kind of in human nature, right? humans communicate best through storytelling, and that's part of that. So human psychology built into the platform. We also hear kind of the opposite of that of horror stories of rewards and you know, Through the consultative sales processes, we've heard a story where somebody who recently became sober was sent a box of wine, we heard somebody who was hearing impaired receive an iPod. And that's can actually do more harm than good adverse effect to your company. So it's an interesting to be able to build and fun to build a marketplace to have options that are more memorable and let people pick what's most important to them. Yeah,

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Mitch Simon 15:25

those are really good stories, but

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Ginny Bianco-Mathis 15:26

they are. Now let's go back just a little further in terms of so there's a wish list I know in our company. How does it work from the employee point of view, I go to a meeting and what I I might think it's a great meeting. And so then I go to wish list and I say, had this great meeting, we all came together. And kudos to Charlie and and blah, blah. And so listen to the system.

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Dan Kasper 16:01

Exactly. So a picture. So we're web based applications, you can log in anywhere you have internet. And imagine almost like a social media feed. However, it's more catered to the workplace. And the concept of our platform is essentially, several fold. But it's aimed to have that love and belonging, feeling that is, you know, remember back from your psych 101 days of Maslow's hierarchy of needs is still a thing, people are spending so much time at work. They're dedicating their resources and their time and their everything that they put into this. And so they want to feel seen, they want to feel heard. And so this connection is actually psychologically based where that love and belonging that third tier is, you know, the bottom is,

Hey, am I breathing, then do I feel safe? Really, wishlist tries to inject itself in that third tier, we're aiming to build a tribe, a culture, something you can be proud to be a part of. But the platform is a picture of social media. So you're able to recognize somebody or call out the good work that is happening, you can connect that to your company values, you can connect that to a business school, you can tag a team, you can tag it department, make it fun by you can add GIFs, emojis, you can record or take a picture of whatever if you went on an experience. And that gets posted to a feed. And then you can also interact with that as you go along. We have integrations to Microsoft Teams, Slack, first HRIS integration. So it's also you can conduct exactly what you'd be doing on the cloud from from places you already work as well. And then there's also an administration side where you could set budgets, approval features, nominations, surveys, and then a data piece as well. Where you can understand what is happening and engage with your culture to making sure it's improving to again, it's not just a social club we're trying to build here, we're trying to build a cohesive culture and a high performing team because that also drives business results.

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Ginny Bianco-Mathis 17:53

Right? So what really crystallized the picture for me is when you said, Think, social media, where I would go on and say, Oh, my God, look at this great dinner meal. And here's a picture. And I, by the way, I was with Mary and John, and we discussed the closing of XYZ deal. Exactly. All right. And then your software goes in with certain metrics to highlight connections and problems. So that a decision maker, like you said, Hey, we better go do some team building over there. Or there's an opportunity over in this region that we hadn't even thought let's go in there and help make that happen.

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Mitch Simon 18:39

Yeah, I love that. And I love the data aspect. Dan, which I'm sure you love the data aspect, because that's that's the big sale here is to actually catch the the differences among the different people in your company as to where where there is recognition and whether it's not. And you don't pick that up necessarily, in your engagement surveys. That Correct?

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Dan Kasper 19:02

Yeah, no, you're exactly right. And that's, you know, the data piece is something that's central to our platform. And it's really interesting to even just start to see the data come through and aggregate that as a whole and just see how teams are interacting, even through the COVID landscape. And so you know, if a recognition platform is something that you're interested in, what we're seeing is good recognition, companies will have data surrounding how many recognitions are sent by who or by what team or individual, they may also have the ability to connect company values, or even business goals, and most stop there. But trust that really doesn't. I mean, it's nice to have, but we want to understand insights that allow me to change behaviors. And that's really what we're aiming to do. So some of the data pieces that we recently launched, one of which I mentioned to in the case study was inclusivity. So you're able to see who is being left out potentially and are they flight risks. We're also able to see the rewards and recognition penetration so any correlations between off boarded employees and they're engaged Right, we're looking at that employee NPS score, which we think is a great

metric. It's traditionally used as a user, or client facing metric. But let's look at that internally, you know, how likely is your are your employees to recommend your company to work there. And so we're able to see and track improvement and benchmark those against other similar industries. And verticals are really interesting. Piece two is collaboration, mapping. And so that's something we're actively building in the platform to, you know, traditionally, you see, org charts, who reports to to reports, the who only tells you so much correct. But if you're able to see collaboration, mapping, see who's interacting with whom maybe that new person that just started on your team is a key to several departments. And maybe that manager has been around for 20 years is actually out on an island. So now we're starting to get to data that I can make decisions, and change my behaviors to attract to retain talent, and really build those culture. Not to mention, one of the things that we're building and building now is in beta testing is and then platform ROI calculator, that's something that's been really difficult to measure is, you know, rewards and recognition historically. Okay, great. But what's how is this impacting my culture? How is it saving me money on turnover? So now we're gathering all interactions between your teams, and we're correlating that to your payroll amounts, and we're spitting it out and showing engagement scores and how that is actively saving you money. So these are some of the metrics that I think are important for next stage workforces as we go through the pandemic is, let's not just track numbers for the sake of tracking numbers. But let's actually look at data which gives us insights, which allows us to change our behaviors.

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Mitch Simon 21:35

Can you share with us, okay, as you guys can tell, I love this podcast, yeah. Boom, boom, boom, boom. Okay, so let's say we've got, we've got good boss, we're gonna call him a George. We've gotten bad boss recall him, Brad. So So George's good boss, Brad is bad boss. How are we? How are we tracking that? The collaboration? So we know that Georgia is actually collaborating? What is happening? And so you know, yeah, Georgia goodbyes, bad bosses? Brad, how are we finding out that Brad is actually not collaborating? What would what would actually happen to the data?

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Dan Kasper 22:11

Yeah, so what we're looking at through our system, and also looking at that through integrations, like Slack integration, like Microsoft Teams is we're able to see there, how much they're recognizing all members of their team, are they doing so evenly is their team interacting with other departments evenly or in or not evenly. And then we have that we have baseline studies and metrics. And we compare that to, and we see his basically his interaction with his team. And then compare that to normalize data. And then we spit out essentially a back end score, and then visualize that in a way with the collaboration mapping feature, to show who's kind of the center of your organization and who is potentially farther out. So it almost looks like a spider web with kind of initials or names. And you can see people more central to the spider web have more interactions and are more regular or higher performing in terms of interaction with holistically across your teams across their departments, and in a regular amount, and people have less so are essentially a flight risk or potentially non engaged with their team. And now there's something that we need to take action for and look at their behaviors to say, you know, is there actually something going on here?



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Ginny Bianco-Mathis 23:24

Right, right. And I can see, oh, two questions. So you're pulling out data and you're making. This seems to show this, this seems to show that, and that's wishlist, pulling that data and giving a report to somebody, someone has to be looking at this and saying, Ah, we need to do some action over here or over there. Who is that someone?

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Dan Kasper 23:52

Yeah, you're exactly right. So our platform, actually, everyone has a login at the company. Now we have different levels and different user roles that are associated with that. So we don't show all the data to all the people depending on kind of mirror that to your organization. But what we're seeing is leadership is absolutely key to the success of recognition programs. And so that's not just the HR team, but lead people, leaders in general need to embody this need to invest in a need to believe it's an option. We're also spitting out, you know, we all realize that leaders time is valuable. So we have some executive digest, but everything is available in platform, you send weekly email reminders to get you to click in and to look at the data. But it's all accessible through the platform. We have a whole data and insights page. It's like visualizes different widgets that are available on that page. And you can able to track that over time and also compare it to benchmarks to see you know, how am I doing across industry verticals, etc.

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Ginny Bianco-Mathis 24:46

Oh, you can even check how am I showing up? Exactly. You have a right to get my own feedback. That is, which is a wonderful instant coaching feedback. I'm supposed to be interacting more isn't really showing. It's not just me saying, Oh, I'm interacting a whole lot more.

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Dan Kasper 25:06

You're exactly right. I mean, education is so important, right? There's, there's a difference between a manager and a leader, in my opinion. And it's so important. You know, we have a quote on our wall at the office, and it says, it's actually by Zig Ziglar. And he says, You don't build a business, you build people, and the people build the business. So yeah, you know, with my background in the Navy, my first professional experience was on teams that were literally life and death. And I still believe that teams are life and death, even outside of the military, they will truly make or break your organization. And so how can we leverage products and teams to understand your data of your team to be able to measure that, to be able to engage with it, and then to educate people and leaders in your organization to better support their people, because what we're seeing is, you know, as the age old age old Babbitt, age old adage that we continued this to be true that the biggest reason people leave organizations is because of direct manager. So how can I help my managers, my people, leaders to help them support their team to build their team to show that engagement to allow them to feel seen or heard, even in remote environments. And then making sure that you know, their performance, even though located all over is still the best possible because they have this connection with their team, they feel a part of the tribe, and they're able to do the best work possible.

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Mitch Simon 26:25

I got a great question. Greg, did I say your question? I would love Dan. Okay, this is a great question. Because this is what I what I'm finding with some of the covers I work with is that, you know, when when it comes to engagement scores, and you know, you ask, What do you think about your boss, you know, people use, oh, five stars. He's amazing. She's amazing. But you don't really know, right? Because you have no idea. And I'm just wondering if you could actually correlate reality through your system versus, you know, being asked every quarter, how's my boss doing? What? Do you have any comment to that, Dan?

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Dan Kasper 26:57

Yeah, I like it. Again, surveys are only so good, because there's that whole imposter syndrome, you know, I don't want is, am I gonna get thrown under the bus with that? So I like your idea. We're not actively doing that now. But I'm gonna write it down because I like it. Okay, all right. Look at? Yeah, I'll give you I'll give you 10% Don't worry, Mitch. Yeah, you got to deal. But But I like the concept cuz we could look at survey data, and then overlay that almost to our collaboration, mapping data. And we're saying, X manager, well, who's our bad guy, Brad, he's writing five stars. But he's also at the edge of this, you know, crop collaboration, mapping the spiderweb. That's a flag for me, maybe that's something me as you know, Brad's leader can jump into his team, because likely his team is potentially afraid. He's not building that cohesive culture. So that overlay could be really interesting and potentially be a higher risk than just negative, you know, survey results or not, you know, high servers also is, is that larger discrepancy?

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Ginny Bianco-Mathis 27:57

Totally. And, and I heard you say something, and I wanted to double check it. Are you do you gain access to other platforms, like I heard you mention Slack. So we take this, and then we compare it because slack, some might say gives you certain data about engagement?

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Dan Kasper 28:16

Yes, yeah. So our platform can operate independently. But we also believe in integrations. And that's that the power of here is, you know, people are already in teams are already operating in Slack. They're already operating in Microsoft Teams. So we have applications within those where our platform sinks in two ways we pushed out of that way, and we pulled out from it. So anything you do, and one of these communication tools is also synced to our platform. And so it's just nice to be able to have an application I can reward I can recognize from either of those tools, and it will still collect the data and interactions within our platform.

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Ginny Bianco-Mathis 28:51

This just blows my mind. Yeah, it's the perfect example of you have this idea based on recognition. All right, that's gonna be the hook. And yet, you knew that hook had to be hooked to a lot of other things to be distinctive. And I do remember talking to one of your competitors

about a year and a half ago. And they really don't go beyond as you said, the point system. And then when I asked what about comparative nowhere near it, this is an incredible

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Mitch Simon 29:32

tool. Okay, I've got to get I gotta get another story damn behind this. Where did this i Where did this idea come from? And in how did you go ahead, go ahead and implement it? Yeah.

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Dan Kasper 29:44

Yeah, so I actually didn't start the company. I took over from the founders back in 2017. But the founders actually met at an MBA program in 2010, I believe, in Spain, and they went into the grocery stores there and were you You were able to buy this box, that was an experience. And so they liked the concept and actually launched wishlist back in 2012, as a b2c concept where for birthdays or etc, instead of buying somebody, something you could buy them and experience. Well, they quickly got traction in the b2b space and then pivoted 2015. And then I took over from the Honors in 2017. With really, we just had the rewards concept and the experience or rewards, but there was so much potential energy that I wanted to convert to more kinetic energy. And actually, through the pandemic space, we saw such a big need, and we saw the workforce changing. And we saw that rewards were nice, and they're they're still there's a play for them. We believe in rewards. But there's also a broader problem to be solved in today's workforce. So we took our hypothesis, we interviewed about 200 Different companies. And what we saw those, hey, there's other experience or even route experienced reward providers, but they didn't do a great job of connecting to an employer's why. And then we had recognition solutions that offered a way to send thank you in points back and forth, they didn't have meaningful rewards, but they really hadn't changed their approach to recognition. In the past decade, even though the workforce has changed significantly, the COVID and landscape has now changed significantly. And so we set off to create this forward looking recognition solution that was literally built in this environment for this environment of the workforce of the 2020s. And then we set that on top of our reward solution. And that's what we're excited about now is just the workplace has been shaken up so much, if you're doing the same things, it's going to create friction at some point. And so we're very passionate about building teams about building culture, because we understand that's where business comes from. And so, through our interviews, we really understood her. And again, we have a long way to go very much continue to continue growth here and what our product can sell for, but the needs now have changed so significantly that we launched a new product for it, and excited to have in the market since last December.

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Mitch Simon 32:00

Cool. Cool. Mic drop, Mike. Take it away, say his mic drop. I mean, that's it. I

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Dan Kasper 32:10

don't know what to say. I don't

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Mitch Simon 32:11

mean to say I'm like, I am I am taken aback here. Yeah, that's Wow, that's like a perfect solution.

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Ginny Bianco-Mathis 32:20

And your, your, your latest explanation came full circle to the experience. You know, you call it a recognition tool. On one hand. I think you have to say recognition and experience tool, because that is such a major. Now, how do you come up with what these these experiences are you talk to that particular the folks in that culture. And what's important,

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Dan Kasper 32:53

yeah, building a marketplace is challenging for sure. And it's been we've had, you know, a team designated to build out the marketplace over the time. So we have relationships with vendors across the US now we also have experiences internationally as well. And then we also have we tap into aggregators. For live events, we have access to about a million different live events that you can book real time on through the software, so you can get to that sports game that you always wanted to go to go see that concert that now that things are opening back up. So we have two different ways you're able to facilitate the rewards, one of which you can do yourself book on your own. So then tickets or whatever you are just delivered to your inbox or conversely, all the local experiences that recall. And we actually have a concierge team that will work with you to book that on your behalf. So you have two different options, whether it be like the white glove service of the independent bookings, or you just like doing it yourself and getting the tickets and going on from there.

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Ginny Bianco-Mathis 33:48

Right, right. Terrific. Net, it's up to you to try Hey,

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Mitch Simon 33:55

man, how can people rush find you get a hold of you and get wishlist? That's my biggest question because I've just been writing down the CEOs that I want to set you up with right now. And I think we're gonna be really busy.

D

Dan Kasper 34:09

I would love any and all introductions or they want to work with us specifically or just want to toss ideas around what their company needs, how to best find solution that will work for them. And very much believers in cultures in recognition and if that works to be with wishlist fantastic if that's doing something yourself or somebody else I'm just excited that you know the topic of cultures and performance is still top of mind and even more so coming through the pandemic.

You can find a wish list specifically at enjoy wish lists calm and then please feel free to connect with me personally as well on LinkedIn. Dan Casper, happy to have a conversation talk about this space. What you guys are seeing coming down the pike and seeing if there's ever a way we can work together.

M

Mitch Simon 34:48

Alright, Dan in Casper is K SP er, that's correct. Like jumping on LinkedIn right this very second. Wow, Dan, that was amazing. It was one Amazing. Gosh, we're definitely read back on the show as soon as possible because there's so much to talk about.

D

Dan Kasper 35:08

I love it. Yeah, it was great. Great. Thank you guys know I love the energy love the questions. I feel like it was very conversational and got to some cool things. So really appreciate the opportunity to if there's any any way I can help or connect anyone really appreciate it help let me know I can help.

G

Ginny Bianco-Mathis 35:24

Alright, great, Stan.

M

Mitch Simon 35:26

Thank you, Jenny, for finding this man. Absolutely. Thank you to our fans, our listeners, our audience, our friends. Please share this as soon as possible with all your favorite CEOs and leaders so they can get on to enjoy Wesley's wish list and check it out. As for me, I'm really excited about this podcast. I look forward to another episode of Team anywhere. Please share this episode with your friends and colleagues. And we'll see you next time on our show.