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| The Pinnacle Awards program celebrates the one employee or team in each category that best drove growth and the transformation of Brink’s over the course of the year. Pinnacle means “the most successful point,” and describes this program that recognizes the best of the best. |
| **AWARD CATEGORIES**   * Growth & Customer Loyalty * Innovation * Operational Excellence * Talent * Sustainability * Ethics & Compliance |
| **WHO CAN PARTICIPATE**   * All Brink’s employees, excluding the Executive Leadership Team (ELT) * Teams and individual contributors * Teams can be cross-functional within a country or cross-border |
| **WHO WINS**   * Winning nominations will be based on measurable performance (e.g., success in accelerating growth and improving customer strategy, use of global digital solutions to create value, address challenges), and qualitative factors (e.g., customer and employee feedback, obstacles overcome, situational factors, shared/adopted best practice, etc.). * Regional leaders will determine final nominations to submit to the ELT for selection. * The ELT will select one winner per category. |
| **HOW TO NOMINATE**   * Employees can nominate at <https://brinks.awardsplatform.com> until midnight ET Jan. 12, 2024. |
| **RECOGNITION & AWARD**   * The CEO and ELT will recognize and celebrate the winners in a company-wide announcement. * Each winning team will receive a trophy to display at head office or in branches. * Winners also receive an individual commemorative pin. |
| **TIMING** |

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| **2023** | |  | **2024** | |
| **Nov 1**  **Nov-Jan 2024** | Coordinators launch tools and individuals begin submitting nominations  Coordinators promote program |  | **Jan 12**  **Jan 29-Feb 9**  **Feb**  **March** | Final date to submit nominations  GM/Local review  Regional/ELT review  Winners selected/announced |

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| There are six award categories. Winning nominations will be based on quantitative results and qualitative factors (e.g., customer and employee feedback, obstacles overcome, situational factors, shared/adopted best practice, etc.). | |
| **GROWTH & CUSTOMER LOYALTY**  *Success in accelerating growth and improving customer strategy through pricing excellence, market segmentation, channel expansion, sales force effectiveness, etc.*  Quantitative results include:   * Percentage growth in revenue, operating profit or market share, increase in Net Promoter Score (NPS) | |
| **INNOVATION**  *Use of global digital solutions to create value, address customer challenges, drive new recurring revenue streams and/or optimize operations*  Quantitative results include:   * Revenue growth, increased value for customers, improved reliability or customer service | |
| **OPERATIONAL EXCELLENCE**  *Use of Lean, knowledge/infrastructure sharing or BBS initiatives to drive continuous improvement or build scale*  Quantitative results include:   * Percentage improvement in margin or operational metrics (safety, quality, delivery, cost, people) |
| **TALENT**  *Efforts to attract, develop and empower people through initiatives including people management, employee engagement, diversity & inclusion and HR systems/data*  Quantitative results include:   * Hiring & turnover metrics, employee survey data, improved diversity, etc. | |
| **SUSTAINABILITY**  *Significant advances in integrating responsible environmental, social & governance practices into our daily operations*  Quantitative results include:   * Reduced emissions, improved diversity in workplace or supply chain, or other measurable results that demonstrate improved impact on the environment, our stakeholders or our governance practices | |
| **ETHICS & COMPLIANCE**  *Actions to strengthen our culture of ethics and compliance and embed them into our business*  Quantitative results include:   * + - * Increase in program engagement, number of employees reached by an initiative, impact of process improvements, etc. | |

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