



# We are Christmas

## Our Christmas 2024 campaign and Peak recognition scheme



You should by now have been through your Manager enablement sessions to explain how this year's Peak campaign and recognition scheme will work. The first element of the campaign is your 'start up session' (a WTLL) and Team reward 1.

**Action:** This is our campaign narrative. You don't need to read this word for word in the WTLL but we would like our people to understand the sentiment and you to use it to inspire your team. The rallying call we want people to remember is **"Let's make this the best one yet!"**

### Our *We Are Christmas* campaign narrative

What we do at this time of year is about more than delivering letters and parcels. From connecting faraway friends with Christmas cards, to making sure those all-important presents arrive on time for the big day.

This is the time of year when our customers rely on us most – after all it wouldn't be Christmas without Royal Mail. It's *our* snow-covered postboxes that are sparkling from mantlepieces on the front of greetings cards. It's *our* red vans on every street in the UK and *our* posties delivering Christmas in all shapes and sizes with every step - from John O'Groats to Land's End.

So after the best Peak in four years last year, we're asking you to join us and confirm to the nation that once again, we are their preferred choice this Christmas. Let's make this the best one yet!

**At Royal Mail, we don't just deliver Christmas, We Are Christmas.**

### **Action:**

- Provide your team with festive treats and a hot drink (you have budget provision for £2 per head).
- Remind yourself of your functional KPIs and prepare which areas you are going to direct your team to focus on.
- Put up your *Countdown to Christmas* calendar so you can show your team what it looks like and explain how it works and add your *We Are Christmas* bunting to your performance board once it arrives and distribute the pin badges.

### **1. Introduction**

- We know that you are proud to deliver Christmas and go the extra mile to do so for our customers. **Over the next 6 weeks we will have the opportunity to recognise every colleague** across the operation for their contribution during Peak.
- This year's *We Are Christmas* Peak campaign launches on 18 November. There are **a number of team celebrations built in** starting today – hope you're enjoying your treats!
- We will be **sharing daily updates with you to let you know how we're performing** as a Delivery Office/team/unit, making sure we celebrate what we're doing well and working together to improve where we're not quite on track.

- A daily Countdown to Christmas recognition scheme will begin on 1 December. Our Countdown to Christmas calendar [**show calendar**] will be on display, and each day we will be recognising individual colleague(s) for their contribution – whether that’s for great performance or living our values and behaviours.
- There are some great prizes and rewards up for grabs, **everyone has the same opportunity to be recognised** so let’s embrace it, have some fun and do our best to deliver a brilliant Christmas.

## **2. Explain ‘what good looks like’ and introduce your performance measures for Peak**

- Give an **overview of your relevant functional measures**, why they’re important and the targets that you are working towards.
- Talk to the team about **how you are currently performing** as a unit:
  - See your *We are Christmas* digital toolkit for a reminder of your agreed functional measures
  - Which measures are on track? Celebrate team success and identify what is working well
  - Where do you need to improve? Set some initial focus areas to improve on in the coming weeks
- Last year we had the best Peak in four years. Over the coming weeks we have an important part to play in making this Peak even more successful. Let’s make this the best one yet!

## **3. Team Questions**

- Invite any questions from the team, in addition to the guidance below you can find our full FAQs here and if you need support please contact [myperformance@royalmail.com](mailto:myperformance@royalmail.com)

## **4. FAQs**

**Q: Why isn’t the Christmas incentive running again this year?**

**A:** In 2023, the company ran a one-time incentive scheme during Peak, focused solely on meeting national KPIs. This year, we’re launching a more comprehensive recognition scheme. Rather than just rewarding KPI achievement, this campaign also considers both what people deliver (functional KPIs) and how they do it, through our values and behaviours. This shift allows us to recognise team members for their contributions across Peak, even if KPIs aren't fully met. Additionally, we’ve introduced four team recognition moments, ensuring that everyone in Operations will be acknowledged for their hard work this year.

**Q: Will we still get the Christmas supplement (£200 for full time employees and pro-rata for part-time) this year?**

**A:** Yes, the Christmas supplement remains unchanged for all eligible employees