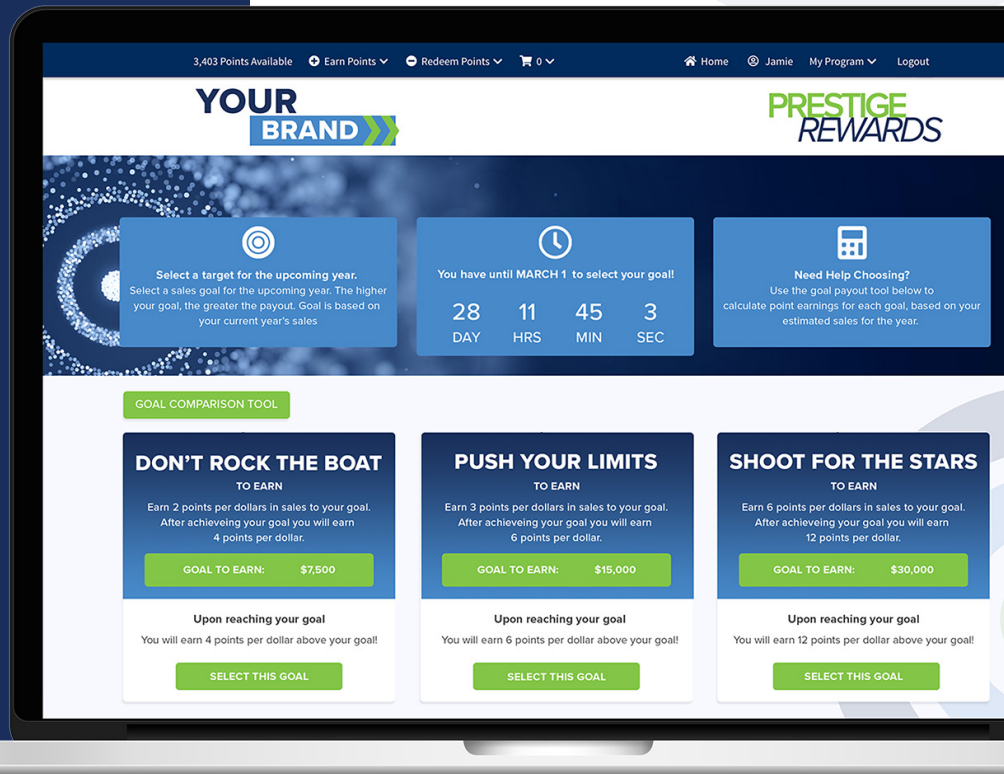


EMPOWER PARTICIPANTS AND GROW YOUR BUSINESS!

GOALCHOICE leverages key concepts of behavioral economics, and empowers your program participants to select their own goal. Keep everyone (from your standard performers to your superstars) engaged with this powerful addition new feature on HMI's OnDemand Engagement Platform.



HOW DOES GOALCHOICE WORK?

1. Upon program registration, participants will be prompted to *"Pick A Goal"* from distinct levels, chosen by the client, each offering a higher reward return

2. The *Goal Payout Comparison tool* will show participants how much they can earn at each of the 3 levels

3. The participant has control and selects the goal that works best for them



OWN MORE MINDSHARE

The technology behind GoalChoice is only the beginning. Selecting your own goal has been shown to drive a deeper commitment and produce higher sales growth. Once they've made their choice, they'll feel they need to hit that goal.



GET EVERYONE INTO THE GAME

From standard performers to your superstars, they can set the goal that fits their business. Sales are never static. They change from year to year. GoalChoice allows your audience to select an ambitious goal that makes sense.



INCREASE YOUR ROI

Once a goal is selected it's all or nothing. Participants must hit their goal to receive any points. That means you'll benefit from a lower payout for the standard goal while enjoying the benefits that come from driving your top members to new heights. It's all incremental. It's win/win.



REWARDS THAT LAST

Innovative strategies and new technology are nice, but rewards are still where the rubber meets the road. GoalChoice is backed by a wide array of rewards options that are designed to ensure a lasting impact on you audience and drive even more ambitious goal setting.