

# Grow the stoke: How GoPro rewards employees living their values with Blueboard.



## COMPANY

GoPro makes it easy for the world to capture and share itself in immersive and exciting ways. Since its founding in 2002, the brand has produced the world's most versatile cameras and software tools to help its customers get the most out of their content – whether it's managing their photos and videos or editing their content on-the-go.

## HEADQUARTERS

San Mateo, California

## EMPLOYEES

~800 employees in nine offices and  
11 countries around the world

## INDUSTRY

Outdoor Lifestyle & Consumer Electronics

## BLUEBOARD PRODUCTS USED

Values Awards and Spot Recognition

## HOW WE WORK TOGETHER

You probably have a clear image in your head when you hear the brand name, GoPro, because GoPro has a clear image of who they are: **be a force for positivity, celebrating all things awesome in the world and inspiring people to live active lifestyles.**

So in 2016, when GoPro started researching new recognition options for their employees, they knew exactly what they needed: **a recognition partner who also valued the power of shared experiences.** GoPro found that match and joined forces with our team at Blueboard to create an employee spot recognition program that celebrates employees living their values. **Our experiential rewards menu empowers them to live their best lives, unlock new opportunities, and push their limits to experience something new.**

Appropriately named "The Legends Program," GoPro managers recognize employees who exhibit their core company values: *Obsessively Serve, Stay Agile, Be a Hero, Harness the Power of Wow, and Make Friends.*

**"Blueboard is a terrific fit for our mission and values. We are aligned in our mission to allow employees to live their best lives, unlocking new opportunities that push their limits, enabling them to have experiences that they might otherwise not have access to. Blueboard has become a part of our culture and the brand alignment is core to who we are."**



Tim Betry  
VICE PRESIDENT OF PEOPLE + PLACES



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## HOW THEIR PROGRAM BUILDS EMPLOYEE CONNECTION

The Legends Program is a **manager-driven spot recognition program**. At their discretion, People Managers can request and send rewards to employees for embodying one of their company values. **Blueboard makes it easy for Managers to get involved**. All they have to do is write a short nomination note detailing the employee's achievement and select the demonstrated value. Their request gets routed to GoPro's Program Admin for approval and then packaged into a co-branded reward email.

GoPro takes advantage of **Blueboard's custom reward naming feature**, naming their reward tiers after sport icons to align with GoPro's brand DNA.

GoPro knows that the best experiences in life are better shared. That's why they created a home for sharing Blueboard experience stories on GoPro's **Workplace from Facebook hub**. When GoPro employees are recognized through the Legends Program, they're encouraged to share stories, photos, and video memories with their coworkers to build buzz and continued program awareness.



Carlo C. relaxes at the Camp Netanya Resort & Spa in the Philippines.

One of the best parts of Tim's job is getting to see which experiences his employees are choosing and sharing. *"I love how fun it is to share and socialize Blueboard experiences (compared to cash, or other monetary rewards). Seeing what people share lets you see a whole different side of the person. You see them with their family, you see them doing something cool that maybe you'd want to try out yourself, and you might learn about a hobby or passion that you didn't know your coworker had! I feel like I'm getting to connect with my coworkers in a more meaningful way than ever before."*

-Tim Betry, Vice President of People + Places

**"Blueboard is a great fit for GoPro due to their customizable experience-based approach. Our value awards program has been successful because we thoughtfully chose a partner that connects with what we do."**



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## OUR IMPACT

GoPro is seeing the impact of the Legends Program as employees share their incredible experiences. And if this afterglow wasn't evidence enough, the data is telling a similar story.

GoPro partners with [Culture Amp](#) to run bi-annual employee engagement surveys, which provide essential sentiment data around their recognition efforts—like the Legends Program.

Using [Culture Amp's Custom Demographic Heatmaps](#), the GoPro people team is able to measure the difference in sentiment between employees who have received a Blueboard award and employees who haven't.

In their latest annual survey, [GoPro saw significantly higher positive sentiment from employees who've gone #Blueboarding](#), signaling that the Legends Program is having a positive impact.

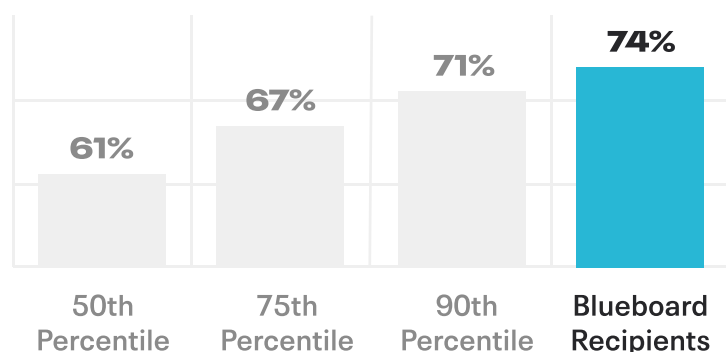
And feedback scores from [Blueboard recipients place GoPro in the 90th percentile for their industry peer group\\*](#), which we agree is legendary:



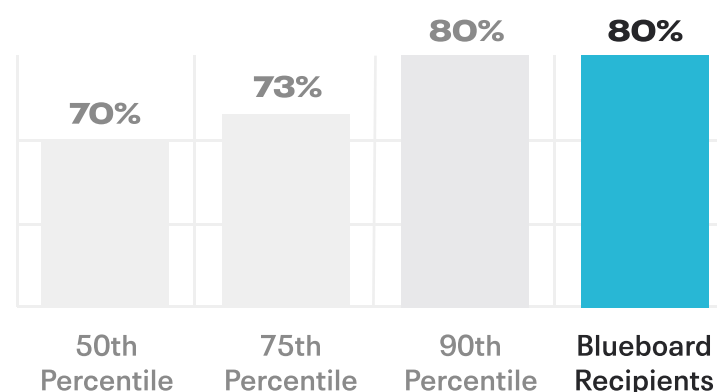
## How Blueboard recipient sentiment compares to the benchmark.

*New Tech 500-1,000 employees*

Generally, the right people are rewarded and recognized at GoPro.



I receive appropriate recognition for good work at GoPro.



GoPro internal employee engagement data via Culture Amp, updated October 2020. Comparison data achieved through [Custom Demographics Heatmaps feature](#) in Culture Amp. \*GoPro's data set was compared to the New Tech (500-1000) benchmark (Question #1 90th percentile = 71%; Question #2 90th percentile = 80%).

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Additionally, GoPro partners with our Client Success team to monitor the post-experience engagement survey data collected from each Blueboard recipient after they complete their adventure.

As of July 2021, GoPro employees have rated their Blueboard experiences a 4.8/5, and 96% agree that Blueboard is a great tool for retaining top talent.

# 1,300

Rewards distributed to GoPro employees across the globe.

# 4.8/5

GoPro employees have rated their Blueboard experiences a 4.8/5.

# 96%

Of GoPro employees agree Blueboard is a great tool for retaining top talent.

**“We are committed to meeting employees where they are. Blueboard has empowered us to help our employees feel like they're living their best lives, that they're valuable members of a high-performance organization, while also getting the opportunities to take a break and enjoy the pleasures that LIFE has to offer.”**



Tim Betry  
VICE PRESIDENT OF PEOPLE + PLACES



Adriana S. takes in the view at the Casa Georgius Krauss in Romania.