

Here are the tools needed to put BAD Month into operation.



1. Streamers

During BAD Month the employee is constantly reminded of the program. Streamers have gum backing for easy application. (Size 3"x14")



2. BAD Bucks

To show employees how far a dollar can really stretch rubber bucks are also given to employees who submit ideas. BAD Month can be part of on-going cost reduction or suggestion program.

3. Footprints

Die-cut footprints with self-stick backing start teaser week and let the employee know that something unusual is afoot. (Size 16"x6")



4. Kickoff Banners

Big, bright, colorful banners reveal the meaning of BAD and help give the kickoff impact. (Duck-cloth, 8 feet x 2 feet)



5. Tent Cards

The Buck-A-Day message is brought to the employee on cafeteria tables, file cabinets and at work stations. (Folded size 4"x7")



6. Award Medals

The Buck-A-Day version of the Olympic Gold Medal, Recognition and lots of fun for the weekly lottery winner. Gold finished medal hangs from red, white and blue ribbon.



7. Portal Signs

The BAD Guys in the form of beady-eyed desperados peering over doorways appear on the second day of teaser week. Simulated eye movement. (Size 40"x20")



8. Leader's Guide Booklet

Tells supervisor everything he needs to know about BAD Month and what he can do to make it effective in his area. (12 pages, 5"x7")

9. Miniature BAD Guys

These die-cut BAD Guy figures have their own stand. Emphasis in program is on getting the employee to take the initiative in cost reduction. (Size 6"x1 1/2")



10. Score Boards

Large display charts compare performance of each group on weekly basis. Hung in work areas to stimulate participation. (Size 20"x30")



11. Cutout Figures

On the third day of teaser week life-size little men start to maintain a quiet vigil in conspicuous places. (Size 40"x15")



12. Idea Cards

After kickoff all employees receive idea cards to submit their ideas. Reverse side of card has implementation information for supervisor. (Size 5"x7")



13. Wanted Posters

Formats are provided with program. Photos and captions are used to give recognition to individual employees. (Size 11"x10")



14. Management Booklet

The Attitude of Cost Elimination by P.B. Crosby, originator of the BAD concept, shows top management how to use BAD Month to develop permanent attitude of cost elimination. (Sixteen pages. Size 3"x8")



15. Paycheck Stuffers

Get the word out to everyone. Paycheck stuffers are placed in the two paychecks preceding program introduction. (Size 2 1/2"x6")



16. Flip Card Presentation

Easel-backed presentation helps supervisor show employee how to find cost-saving ideas. To make things easy, script is printed on reverse side of each card. (Eight leaves, size 14"x11")



17. "I WANT YOU" Posters

The BAD Guys want everyone's support. These oversize posters start an intensive recruiting campaign. (Size 30"x40")



18. Posters

BAD Month makes cost saving dramatic and important. Colorful new posters are added each week during the program. (4 versions, size 17"x22")



19. BAD Coffee Mugs

Specially designed coffee mugs, imprinted with you company name go to everyone who submits an idea during BAD Month. (Size 9 oz.)

