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Motivation and engagement strategy with employees wins award

SONAE SR WINS THE "MASTER OF HUMAN RESOURCES"

Sonae SR was elected the company in Portugal with the "Best Motivational and Employee Engagement Strategy" in the Masters of Human Resources awards. This award recognizes the specialized retail unit of Sonae as the most outstanding in Portugal "in developing practices that have an impact on the intrinsic motivation of its employees, and the consequent increase in performance and profitability of the companies".

Miguel Tolentino, human resources director of Sonae SR, states that "at Sonae we believe that we have to be innovative in business development, but also in motivating the people who make the business grow. Therefore, we promote the professional and personal development of our employees and invest in motivation, always seeking to apply the most effective methods and techniques."

Among the dozens of initiatives developed by Sonae SR as part of its strategy of human resource management, are in-house training schools, the new format of the Sonae SR Annual Convention and the method of sharing it with all the teams, merit and performance awards, innovation challenges, creative problem solving activities, programmes to support entrepreneurship, and direct contact with the leaders, among many others.

"Keeping employees motivated is always a concern in the Sonae SR philosophy. The company invests in motivating their teams because they believe that this has a direct influence on productivity, the development of the organization, and the satisfaction of its employees and its customers", adds Miguel Tolentino.

The Masters of Human Resources are organized by the IFE - International Faculty for Executives within the framework of Expo RH, and are sponsored by Randstad. The selection of Sonae SR was made by a panel appointed by the organization, composed of Human Resources directors and well-known personalities in the market, who reviewed the applications and chose the winners.

Sonae is a Retail company with two major partnerships in the areas of Shopping Centres (Sonae Sierra) and Software & Information Systems, Media and Telecommunications (Sonaecom). By the end of 2013, Sonae achieved a turnover of over 4.8 billion Euros. The company defined as its strategic objectives: The internationalisation and diversification of investment style and the leveraging and strengthening of core assets and competencies. For more information see www.sonae.pt.

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