

Limelight PR

Limelight Public Relations motivates its six staff by ensuring they are not only fully involved in the business but motivated to work together as a team through group events.

The company offers commission on new business generation and issues annual profit-related bonuses. "Every new business win is celebrated with champagne and a toast because it is very important to celebrate success," says managing director Susanna Simpson, pictured. "We have started collecting the bottles from each win to keep a visual memento of our success."

She adds that the whole team is updated on everything to do with the business at monthly company meetings, when the management publicly thanks a member or members of the team for the best work produced for a client. These meetings are followed by a night out, which

have included a trip on an amphibious vehicle around London, the theatre and a jazz club.

Each staff member is offered corporate gym membership after three months' service. Everyone receives a Christmas stocking, containing books, DVDs, clothing, alcohol, or food, which is personally put together by the managing director. On birthdays, staff are taken out for lunch and whatever money is collected for a present is matched by the company.

