

**FOR IMMEDIATE RELEASE:**



**MotivAction**<sup>®</sup>  
RESULTS THROUGH PEOPLE

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**MotivAction’s Encore Platform First to Earn ISO 10018 Enterprise Engagement Technology Certification**

[Minneapolis, MN] (June 7, 2018) – MotivAction, a certified veteran-owned global performance improvement company, announced today that its Encore technology is the first Enterprise Engagement platform to achieve ISO 10018 technology certification. Encore powers Enterprise Engagement on a global scale; three of the top six companies on the Fortune 500 use MotivAction technology to drive Enterprise Engagement.

“We are thrilled to receive the very first ISO 10018 certification for Enterprise Engagement technology,” said Joe Keller, president of MotivAction. “Encore was designed and built on the premise that engagement is an enterprise-wide strategy. This certification affirms that Encore is a powerful tool, driving performance across the entire organization in a way that supports ISO 10018 as well as Annex SL standards.”

ISO 10018 certification was created by the International Center for Enterprise Engagement (ICEE) for organizations committed to quality people management. It was formalized to help organizations deliver common vision and values, and certify that leadership, assessment, communications, innovation, rewards and recognition, and other key activities are aligned to foster engagement.



**ISO 10018**  
CERTIFIED  
QUALITY PEOPLE MANAGEMENT

**For Engagement Portal Technology**

The ISO 10018 certification certifies the people management clauses in 16 ISO standards, including ISO 9001 Quality and ISO 45001 Occupational Safety and Health, and others. ICEE has now launched ISO 10018 certification for technologies that can support those requirements.

“This new Enterprise Engagement technology certification is part of ICEE’s dedication to creating a new marketplace for Enterprise Engagement services and technologies,” says Dr. Ron McKinley, co-founder of the ICEE. “Our aim is to do what ISO 9001 has done for quality management: clarify the confusion in the marketplace in terms of nomenclature and the implementation framework so that organizations have a clear path to success through people. This certification is designed to help organizations determine what technology, or combination of technologies, is best able to connect the dots between all stakeholders.”

Click [here](#) for more on Encore’s ISO 10018 certification.

### **About MotivAction**

MotivAction is a certified veteran-owned global performance improvement company. Through **employee engagement and recognition, sales incentives, meetings and events, customer loyalty and training**, MotivAction helps clients achieve results through people. For more information or to request an Encore technology demo, visit **[motivaction.com](http://motivaction.com)**.

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