

Service Awards Today

Service awards have evolved.
7 ways to keep pace in 2017!



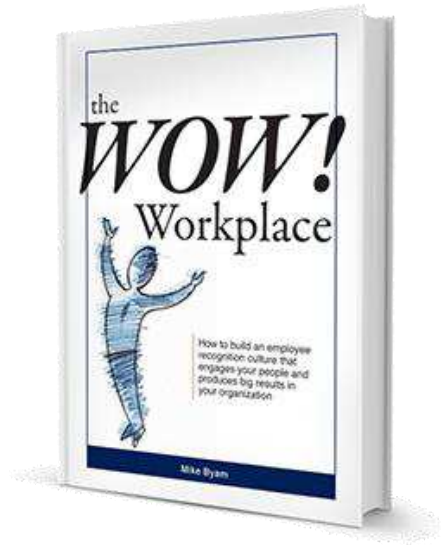
Mike Byam

Author of *The WOW! Workplace*
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www.terryberry.com
800.253.0882

Agenda

1. Establishing the Goals
2. What's Changed?
3. Elements of a Sustainable Framework
4. Where to Start
5. When to Use Technology
6. How to Make it Personal
7. Awards for a New Generation



Participate for your chance to earn a copy of the WOW Workplace.

Poll

How long have you been with your current employer?

- A. Less than 1 year
- B. 1 to 4 years
- C. 5-10 years
- D. 11 + years
- E. Don't know

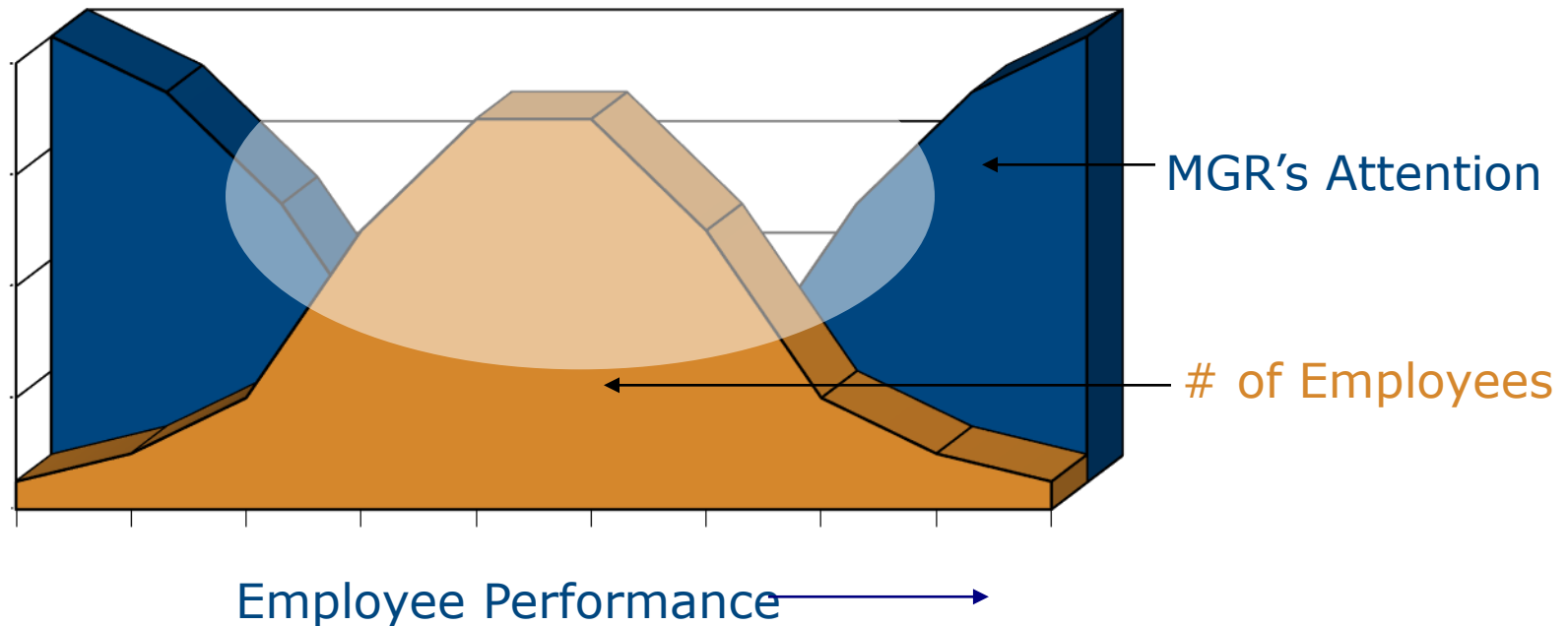


What are the goals for your service awards program?

- Create a WOW moment for an **individual**
- Build a positive workplace culture for the **team**
- Communicate vision and values of the **organization**



Service Awards Engage the **Middle Majority**



Milestones Matter



Poll

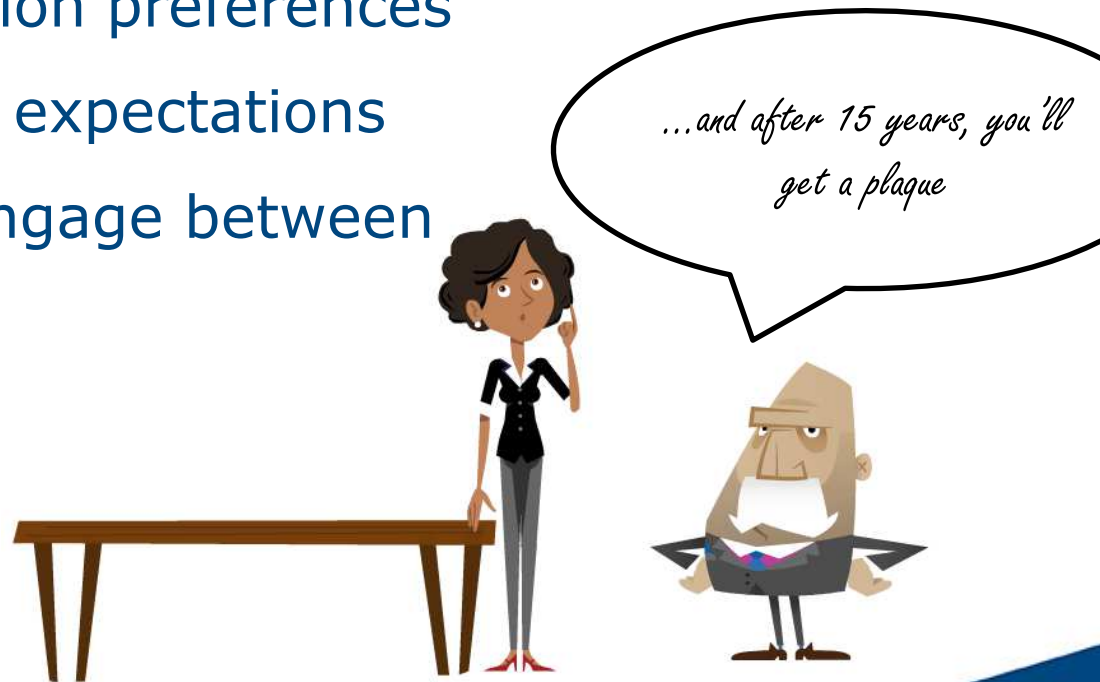
Which best describes the Service Award Program in your organization?

- Organization-wide program
- It varies by department
- We are just beginning
- We don't have a service award program



Service Award Programs are Evolving

- RELATE to a techno-driven generation
- RESPOND to recognition preferences
- ADAPT to new career expectations
- BRIDGE the gap to engage between milestones



Median Tenure

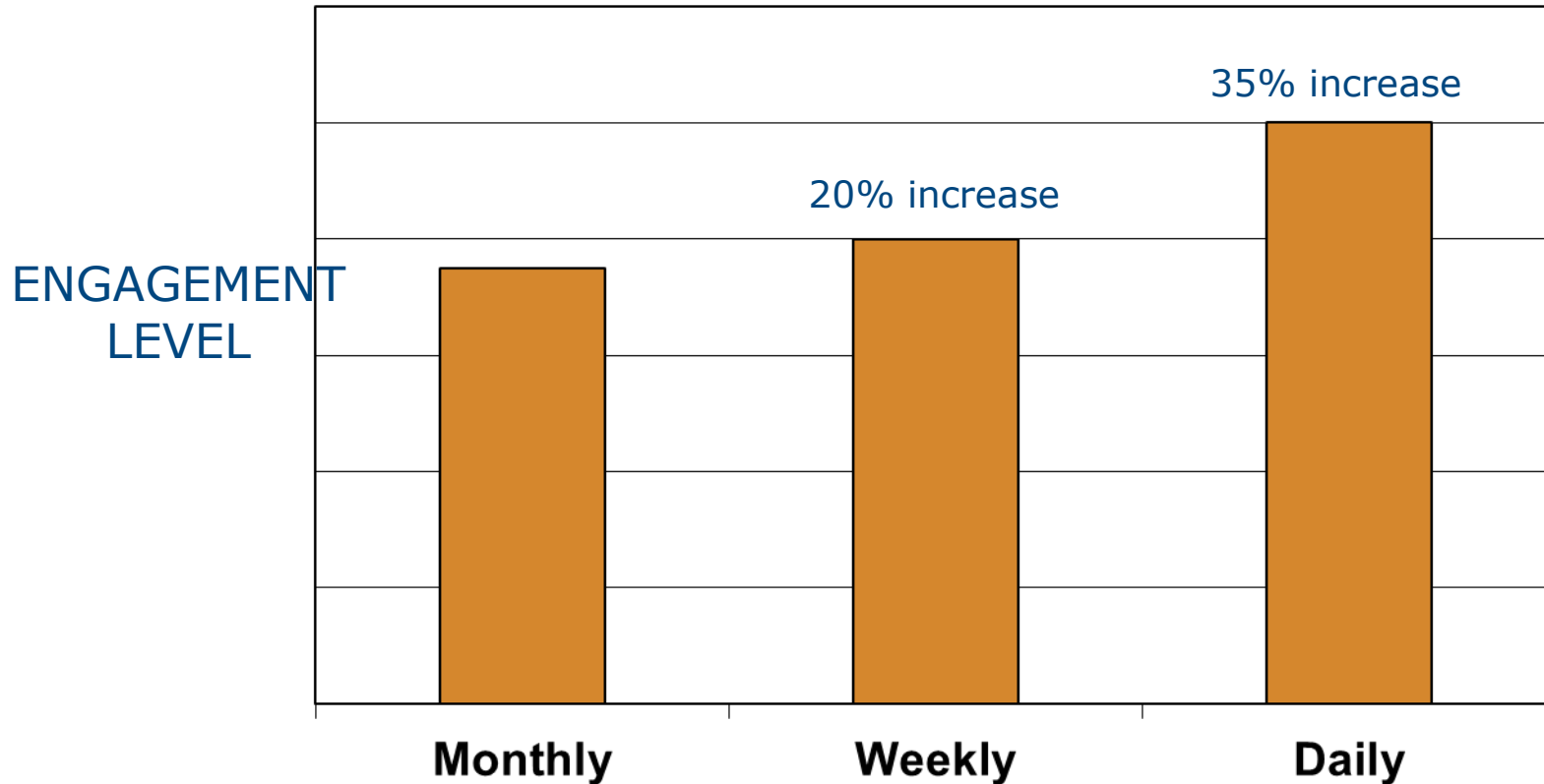
- Average tenure for salaried positions is 4.2 years
- Age 20-24 1.3 years
- Age 25-34 2.8 years
- Age 35-44 4.9 years

BLS.gov 2016



Terryberry

Frequent Recognition Drives Engagement



3 is the new 10

The benchmark for longevity has moved



Elements of an sustainable framework

- Tracking employee milestones
- Documenting achievements/ contributions
- Notification system
- Award redemption process
- Presentation format



360° Recognition Culture



Where to Start?

- Include recognition in your structured onboarding program
 - Set expectations that your organization recognizes contributions
 - Employees should understand when and how they earn recognition

“You only get one chance to make a first impression.”

WELCOME

to the team!

Tell us about you

This is not a test. There are no wrong answers. We just want to get to know you better.

Your name _____ Nickname? _____

How do you enjoy spending a day off? _____

Favorite snack food? _____ Favorite restaurant? _____

Hobbies? _____

Some associates like to keep in touch via social media sites. Would you like info about our groups on: Facebook? Twitter? LinkedIn?

If you received an award at work, who would you want to know about your accomplishment? (significant other, parents, children, etc)

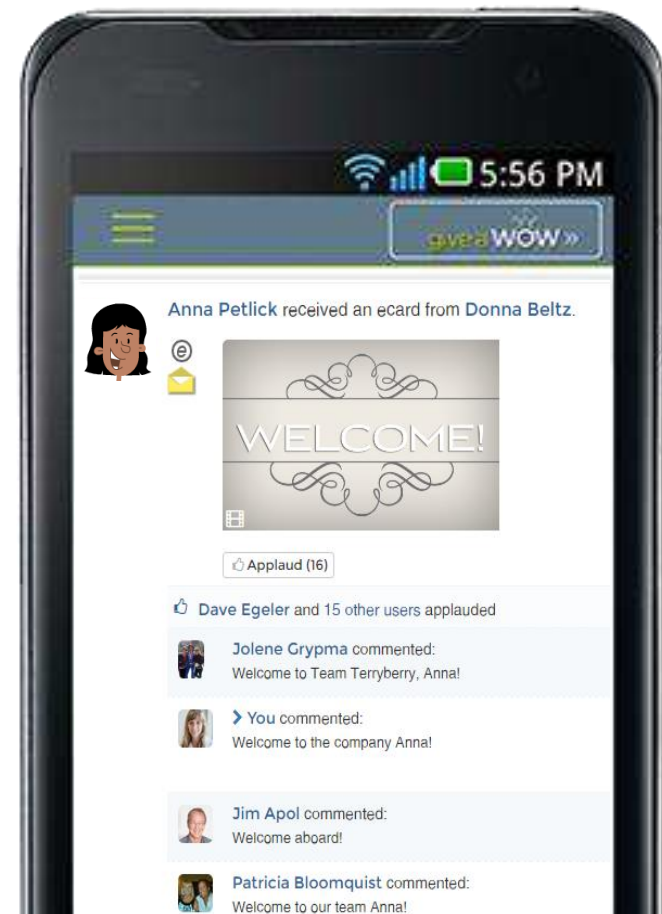
Download the Onboarding Questionnaire
www.Terryberry.com/resources

Service Awards Roadmap – a 360 Recognition Approach

Celebrate the Start

Onboarding/Welcome

- New Hire joins the company's recognition program
- Peers and supervisors welcome her via ecards/social interaction
- “Welcome aboard award” or small gift

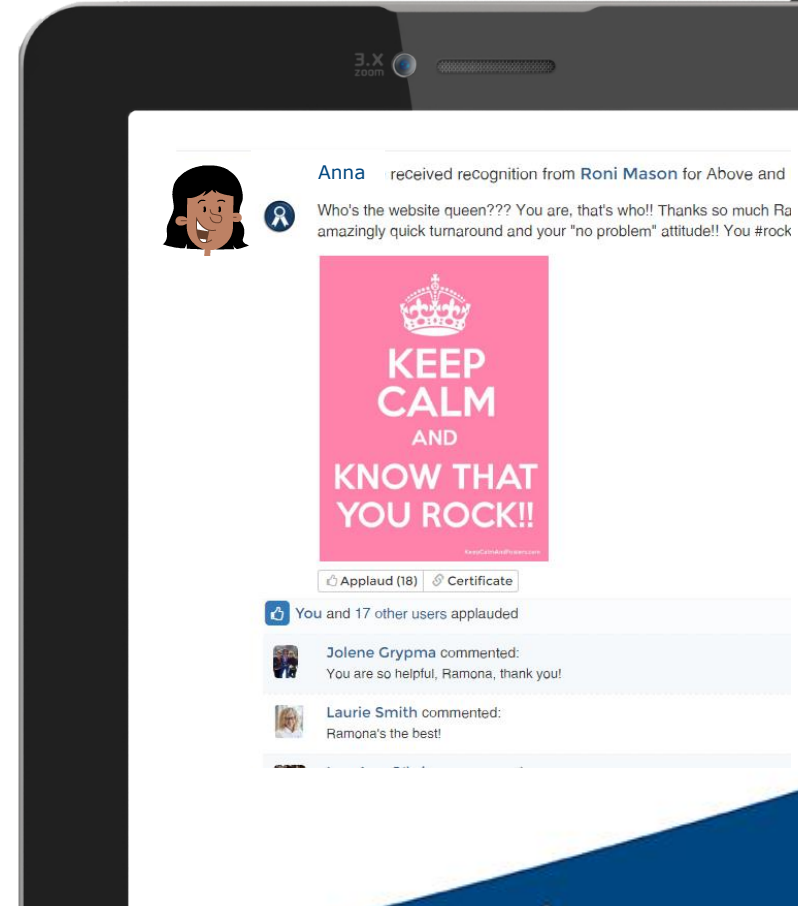


“We’re glad you’re here!”

Service Awards Roadmap – a 360 Recognition Approach

Build the Relationship

- Create infrastructure to support day-to-day appreciation from supervisors and coworkers



Service Awards Roadmap – a 360 Recognition Approach

Document Achievements

- Record recognition moments
hint: this is automated in a recognition platform!
- Begin to build a career 'recognition story'



[Anna](#) received an ecard from Jenny



[Emily](#) commented:
Welcome to the team, Anna!



[Anna](#) received recognition from Mike for Above and Beyond

"Anna, thank you for a great first month. You've already significant strides toward our Z-goals!"



[Anna](#) and Brad received recognition from Sarah for Customer Service Excellence

"Loved the new video you two created for our client. They were very pleased!"



We celebrate our anniversary *EVERY* year?

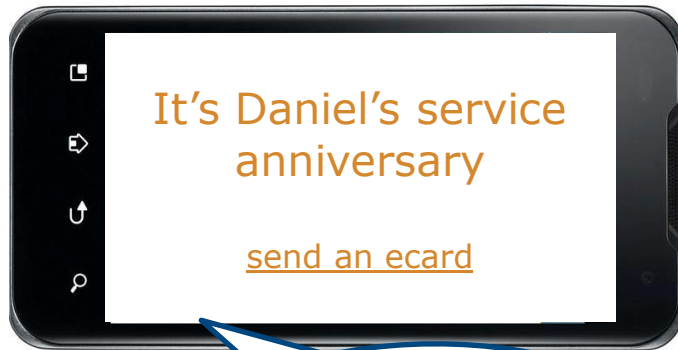


about
anniversaries

Service Awards Roadmap – a 360 Recognition Approach

Anniversary Recognition

- Automate anniversary tracking
- Make milestone dates visible to peers & managers



iRecognize
– free app

The screenshot shows the 'give a WOW' website interface. At the top, there's a navigation bar with 'Home', 'My Wall', 'My Awards', 'Directory', and a user profile 'Jenny'. The main content area is titled 'Upcoming Milestones' and features a calendar view with entries for November 1, 2, 4, 5, 12, 14, 17, 18, and 27. Each entry lists a name and their years of service, such as 'Cyrena White - (6 Years)'. To the right, there's a '360 Recognition Wheel' graphic and a post from 'Terryberry' with a 'Happy Birthday!' graphic and user comments. The bottom right corner features the Terryberry logo.

Anniversary Recognition

- Acknowledge every anniversary, on or close to the anniversary date.
- Reinforce specific contributions from the year/career
- Involve peers and supervisors

Non-monetary
recognition



Poll

How are service awards presented in your organization?

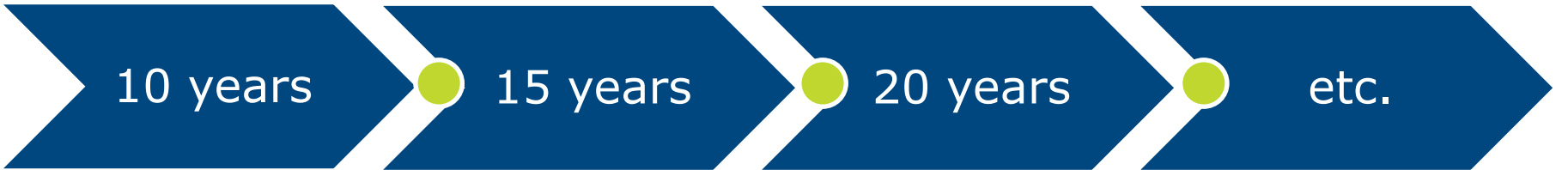
- One-on-one with manager or informal gathering of co-workers
- At an organizational function or event
- Varies by department
- Awards are distributed without a personal presentation
- No service awards



Service Awards Roadmap – a 360 Recognition Approach

Major Milestone Recognition

Milestone map



There's Power in the Presentation

- Consider the timing
- Choose the right presenter
- Check the facts
- Connect with the mission



AWARD PRESENTATION
CHEATSHEET

Use this Presentation CheatSheet to prepare your comments for an award presentation.

Sample Presentation Remarks

"Sally is celebrating three years of service with ABC Company. In that short time, she has made a big impact on the purchasing team. I won't forget, within the first 6 months of her hire, she took the initiative to revise the department training manual. She didn't just stick to the new procedure, she discovered and corrected outdated processes, and added suggestions to improve the skillset. It's a document that still makes an impact when we bring new people on board. Over the last several months, she has worked diligently to develop a partnership with an important vendor."

Recipient Notes

Recipient's Name _____
(Phonetic Pronunciation) _____
Current Job Title and Responsibilities _____
Original Job Title _____
Specific Contributions to the Company _____
Humorous Stories _____
Spouse's Name _____
Activities Away from Work _____
Our Mission, Vision, & Values: _____

Download the Award Presentation CheatSheet
www.terryberry.com/resources

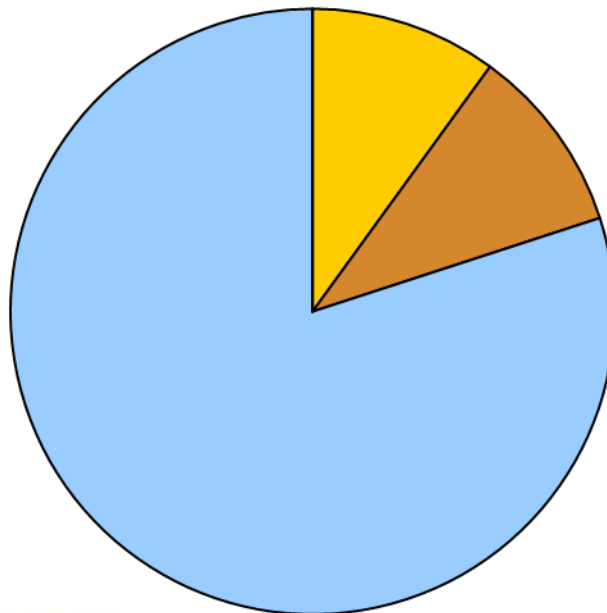
Awards in 2017

- Make your award budget work efficiently
- Avoid evaporative awards
- Use awards that support your message



Service Award Budgeting

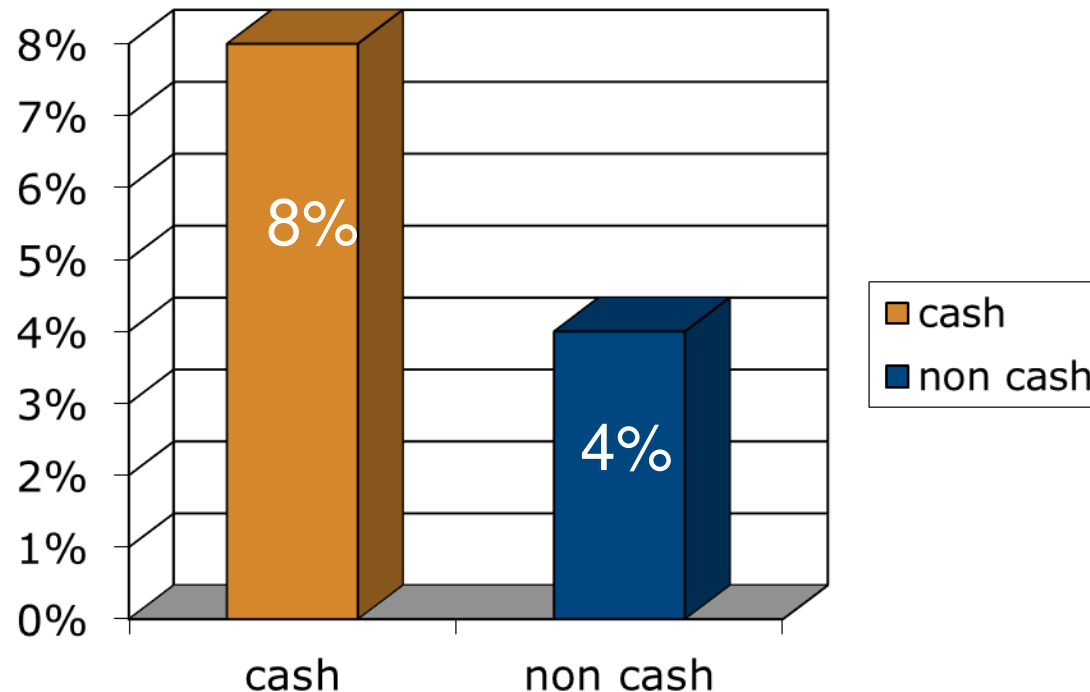
- Average recognition spend is 2.7% of payroll
- Average service award budget is \$25-35 per year of service



- Set-up & Administration- 10%
- Presentation - 10%
- Awards - 80%

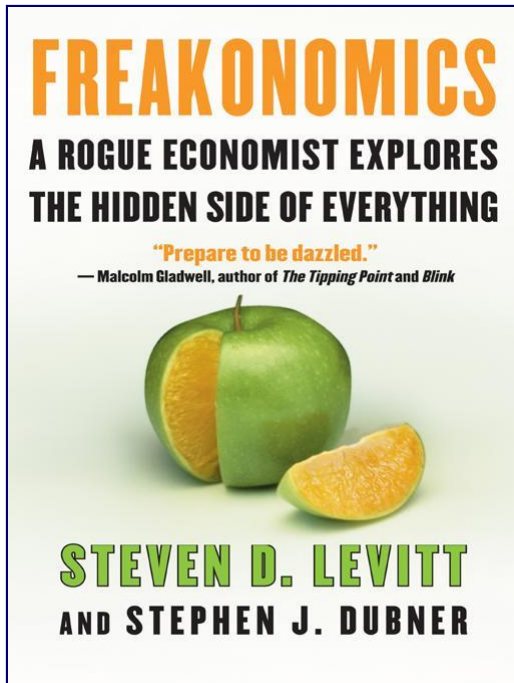
Why Not Cash?

How much does it cost to impact behavior?¹



¹American Productivity and Quality Center, *Motivation Strategies*, Potentials Magazine

The Problem with Gift Cards



- \$80 Billion is spent on gift cards annually
- 2 out of 3 gift cards remain unused after a month
- 20% of gift cards are never used

Symbolism Multiplies Impact



Symbolic service awards remind employees that they are a part of something

Connect your people with your brand and mission

//

And I just want to thank you and your company again for the beautiful pin that was created for our employee who had completed his 65 year with the city of Lexington. He'd actually completed 66 years but we only award on 5 year anniversaries. We presented the pin to him in June and unfortunately we lost him earlier this month. His family buried him with his 65 year pin. The city of Lexington was his life and his pride. Thank you again. //



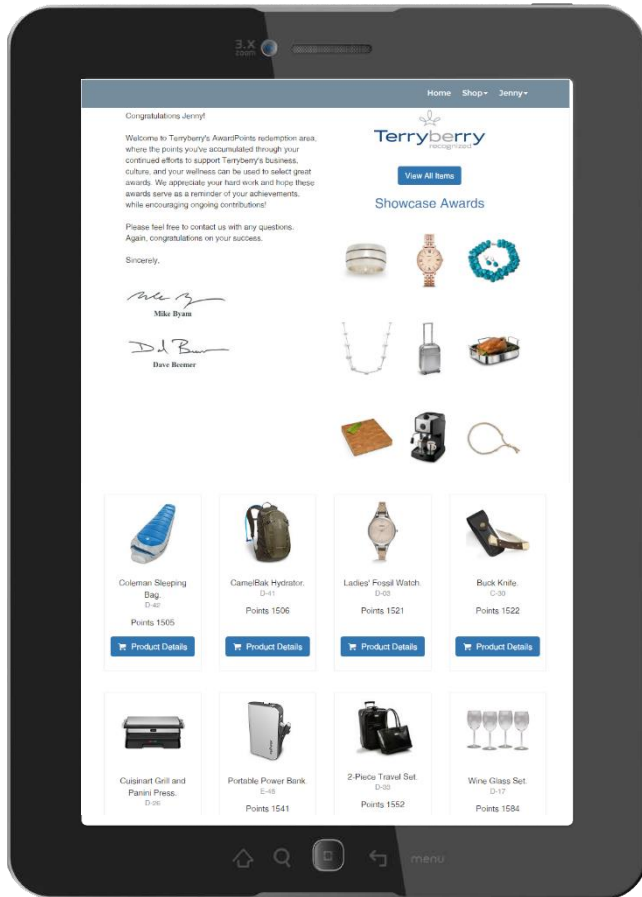
WOW Awards



Product Characteristics

- Personally meaningful
- Exclusive & Symbolic
- Lasting
- Gamification: work toward higher levels

WOW Awards



Redemption Strategy

- Make your brand visible throughout the process
- User-friendly redemption process
- Signature awards for each achievement level

Awards for a New Generation - PERSONALIZATION

Personalized award kits



Video personalization



Personalized award selection materials

Let's Recap

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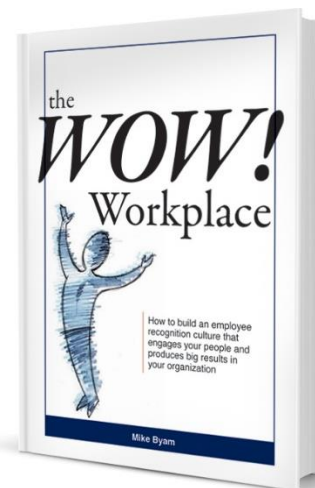
Q & A



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This program is pre-approved for
ONE General HRCI Credit
and
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HRCI ORG-PROGRAM: 296864



SHRM Activity ID: 16-YCCVQ



Learn more:
www.GiveAWow.com

give a  WOW

Create a Peer Recognition Network in Your Business

GET THE
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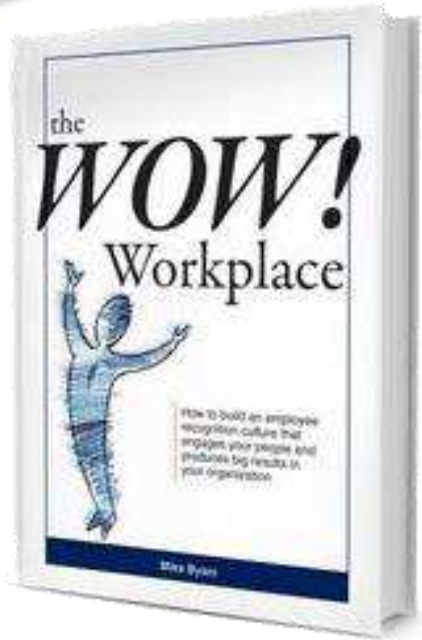
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Employee Recognition Best Practices

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The WOW! Workplace

by Mike Byam

In *the WOW! Workplace*, you'll find page after page of real-world recognition ideas from top businesses like Stanley Tools, Google, Wegmans, and more. A practical guide and a great training tool for management teams.

"A catchy, engaging, and useful read. Byam shows how recognition efforts can energize and create a positive work environment that sustains business success."

-Dave Ulrich
Professor, Ross School of Business,
Univ. of Michigan Partner, The RBL Group

Get your copy!

In Print: www.WowWorkplace.com
www.Amazon.com

E-book: www.smashwords.com



Terryberry



Recognition University

www.terryberry.com/recognitionuniversity

Equip your organization's leaders with the know-how to energize and engage your workforce through effective recognition.



- **On-Site Training Programs**
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