

# Service Awards Today

*Service awards have evolved.  
7 ways to keep pace next year*



Mike Byam

Author of *The WOW! Workplace*  
Managing Partner, Terryberry Company

[www.terryberry.com](http://www.terryberry.com)  
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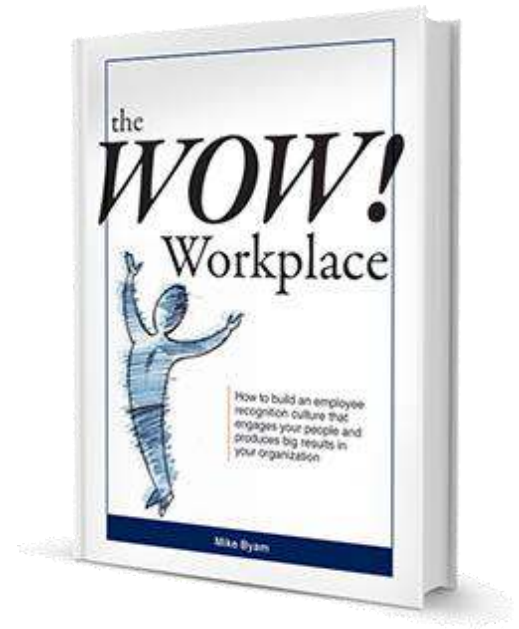
# Meet the Recognition Experts via Chat



**Laurie Smith** | Business Development  
Manager in Mississauga, ON

# 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?

- Less than 1 year
- 1 to 4 years
- 5-10 years
- 11 + years
- Don't know

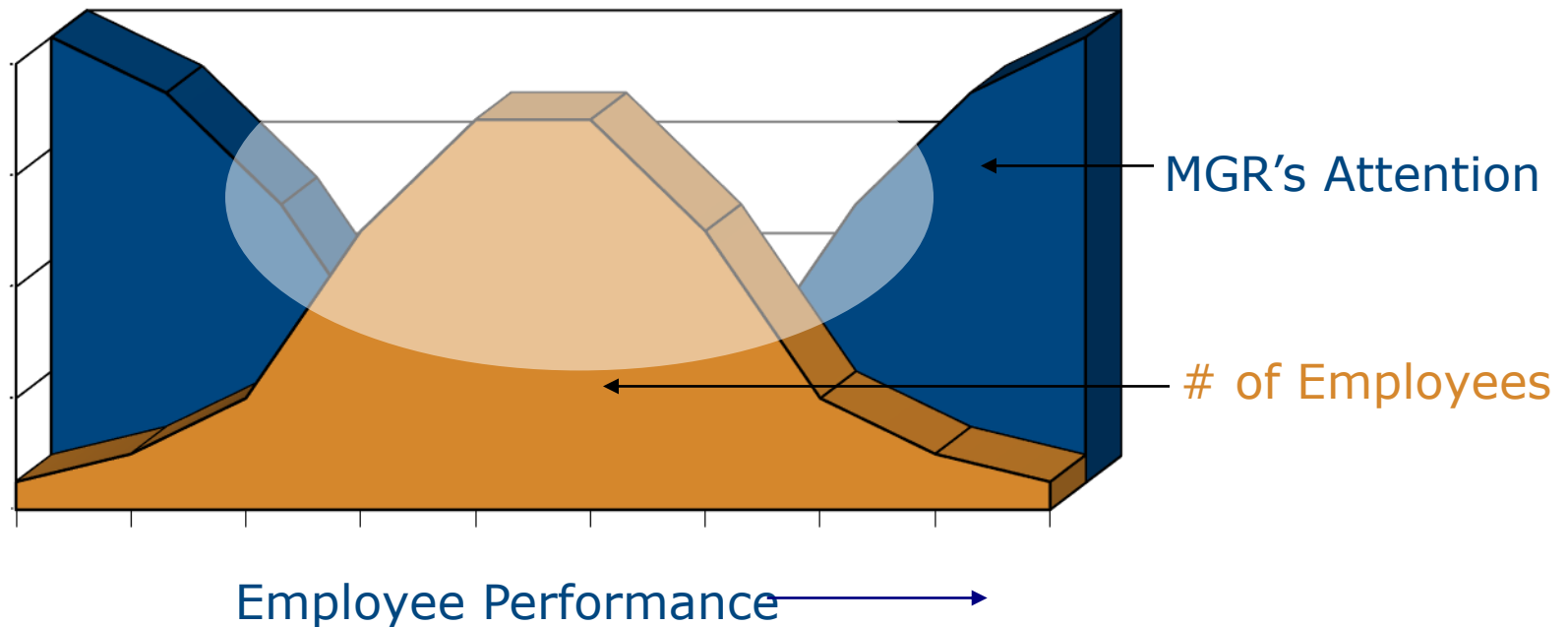


# What are the goals for your service awards program?

- 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



Terryberry

# Poll

## Which best describes the Service Award Program in your organization?

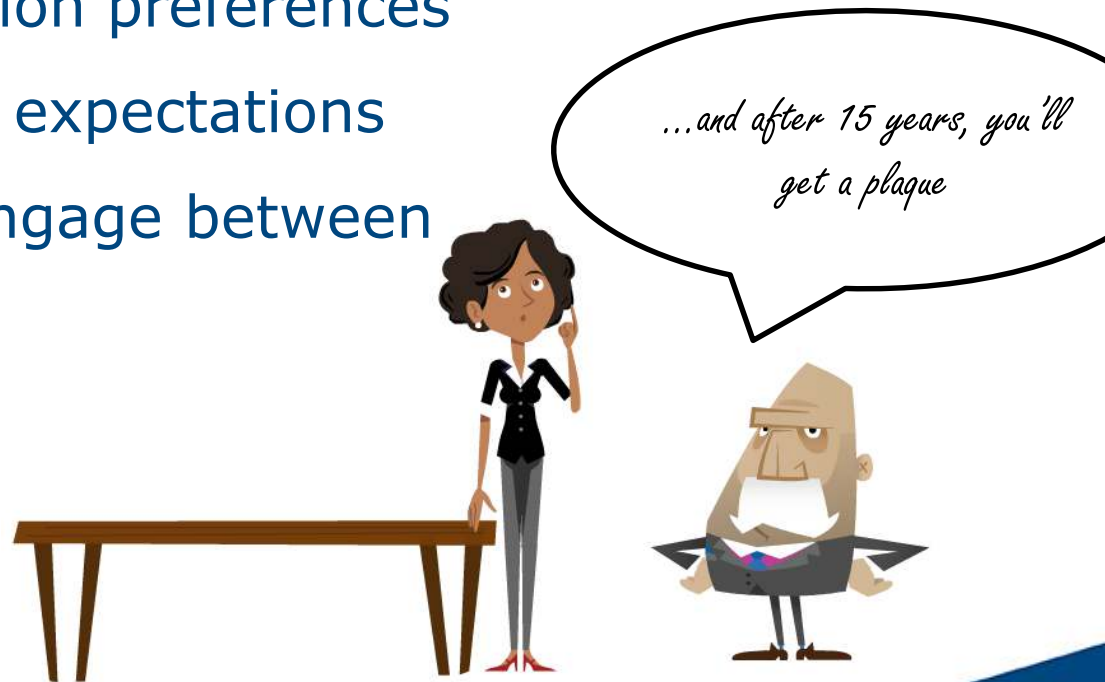
- Organization-wide program
- It varies by department
- We are just beginning
- We don't have a service award program





# 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



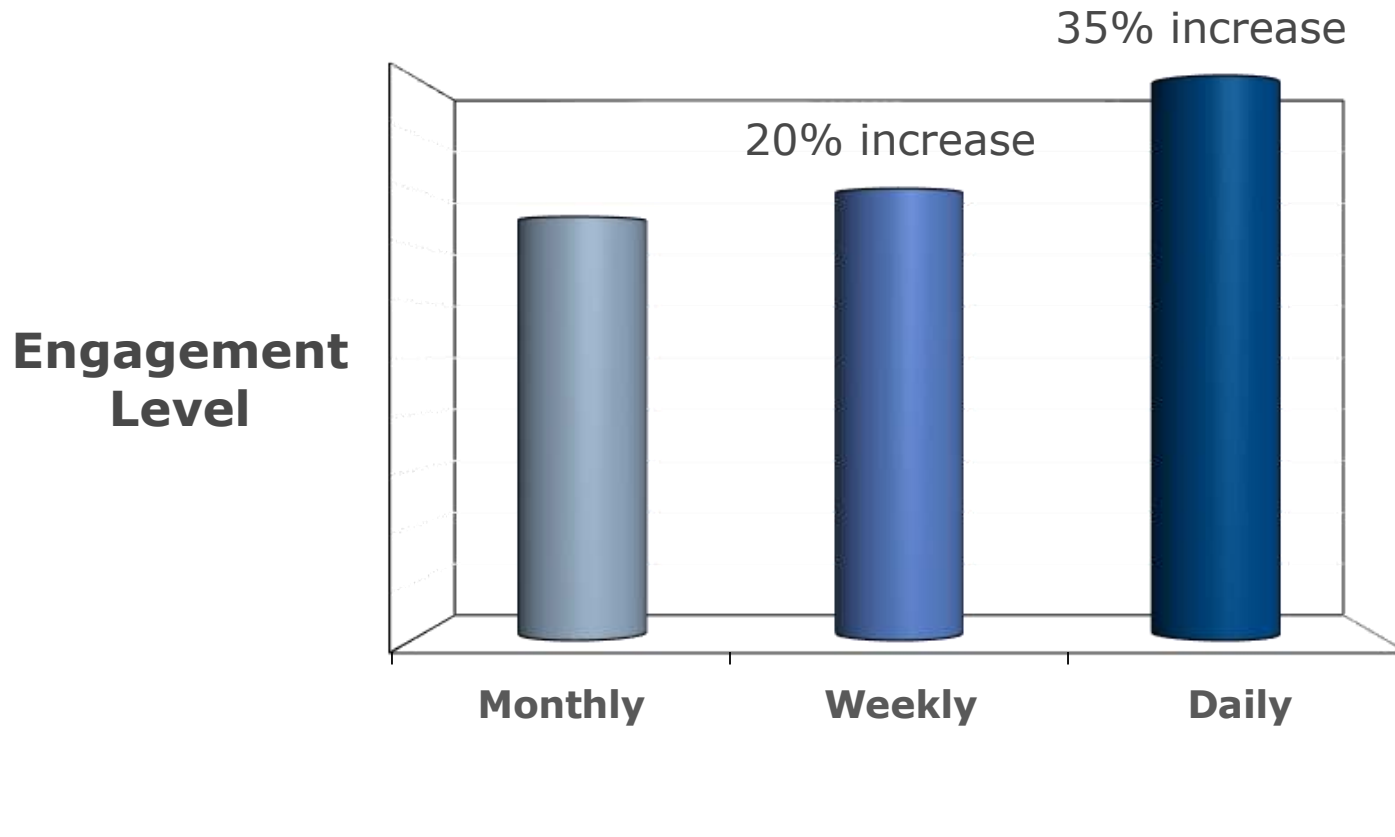
# Median Tenure

*Average tenure for salaried positions is 4.2 years*

| Age       | Tenure    |
|-----------|-----------|
| Age 20-24 | 1.3 years |
| Age 25-34 | 2.8 years |
| Age 35-44 | 4.9 years |

[BLS.gov](http://BLS.gov) 2016

# Frequent Recognition Drives Engagement



*Daily Telegraph*, March 22, 2008, Ford. (citing findings of David Brown, Director of Hewitt Associates)

# 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 to be part of 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)

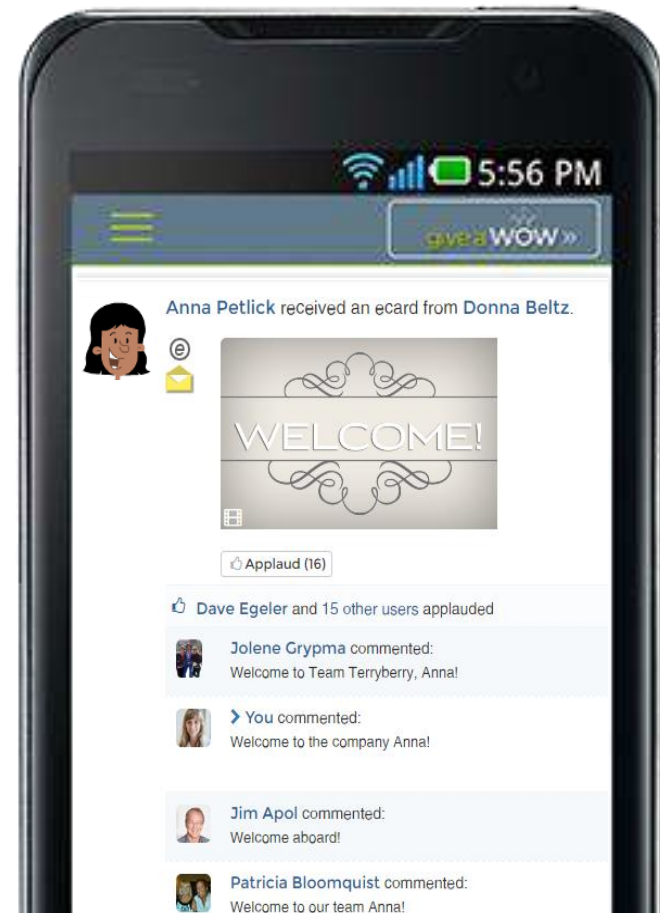
Download the Onboarding Questionnaire  
[www.terryberry.com/resources](http://www.terryberry.com/resources)

# 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



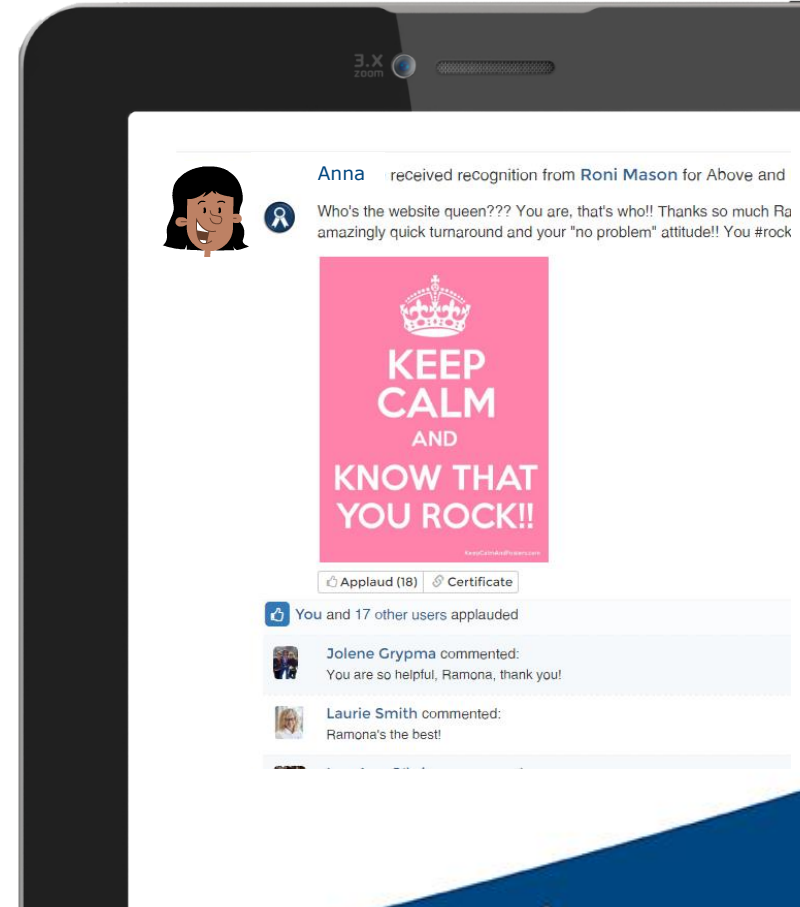
“We’re glad you’re here!”



# 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?

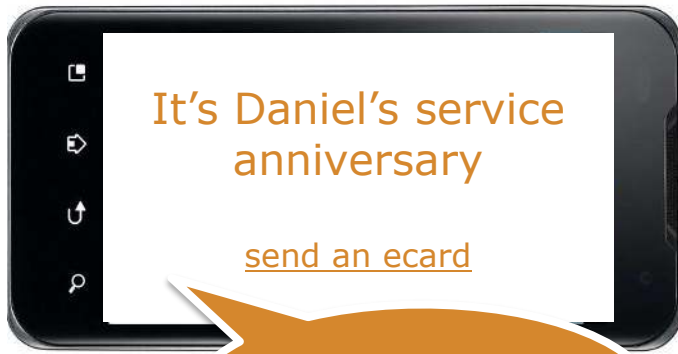


about  
anniversaries

# 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 are navigation links: Home, My Wall, My Awards, Directory, and a user profile for Jenny. Below the navigation is a list of names and dates: Natasha White - Nov 3, Blake Spoelman - Nov 5, and a "View More" link. A central section titled "Upcoming Milestones" is highlighted with an orange border and lists dates from November 1 to November 27, each with a name and years of service. To the right, a "360 Recognition Wheel" is shown, a circular diagram with segments for different recognition methods. Below the wheel is a post by Terryberry titled "Tour the 360 Recognition Wheel - Terryberry" with 9 applauds and a certificate icon. Further down, there are several recognition posts: Zach Campbell and 8 others applauded; Laurie Smith commented "This is great Amber! Thanks so much!"; Kelsey Rogers commented "Such a fun and informative video! Thanks for your work on it Amber!"; Amber Zaucha received an ecard from Debbie Prickett, accompanied by a "HAPPY BIRTHDAY!" graphic; and Patricia Bloomquist and 4 others applauded, with Patricia Bloomquist commenting "Celebrate in style! Happy Birthday Amber!".

## 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 procedures, she discovered and corrected outdated processes, and added screenshots to improve the usability. 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**

Award Presentation \_\_\_\_\_  
Exact Date of Hire \_\_\_\_\_  
Award \_\_\_\_\_  
Current Job Title and Responsibilities \_\_\_\_\_  
Original Job Title \_\_\_\_\_  
Specific Contributions to the Organization \_\_\_\_\_  
Humorous Stories \_\_\_\_\_  
Spouse's Name \_\_\_\_\_ Children \_\_\_\_\_  
Activities Away from Work \_\_\_\_\_  
Our Mission, Vision, & Values \_\_\_\_\_

Download the Award Presentation Cheat Sheet  
[www.terryberry.com/resources](http://www.terryberry.com/resources)



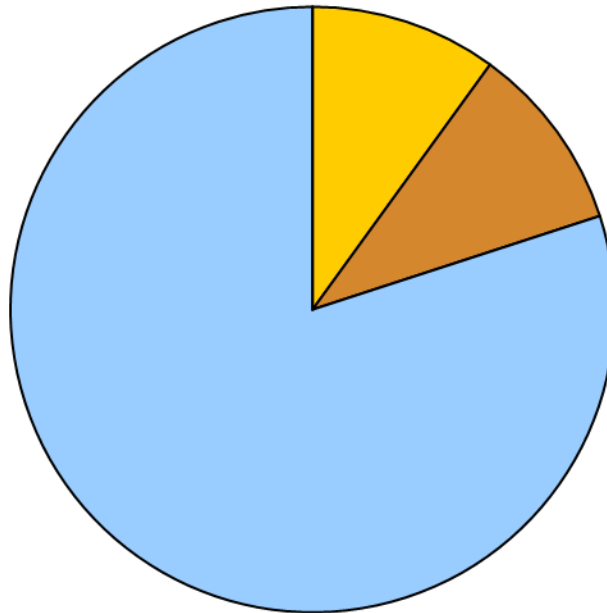
# Awards in 2018

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



# Service Award Budgeting

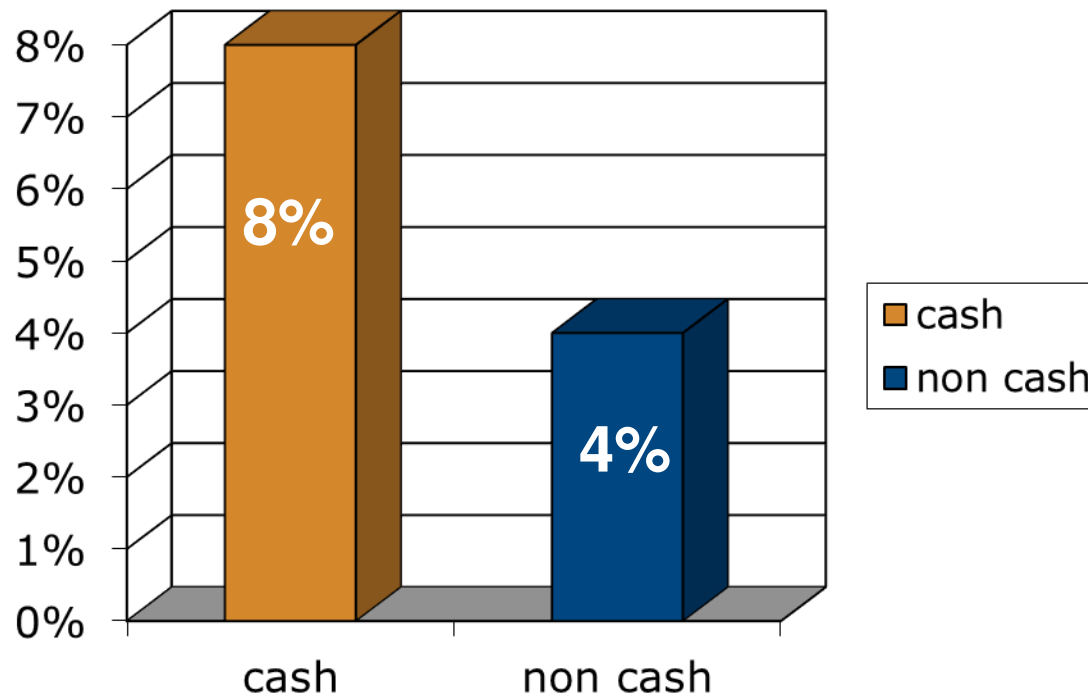
- Average recognition spend is 2.7% of payroll
- Average service award budget is \$25-35 per year of service



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

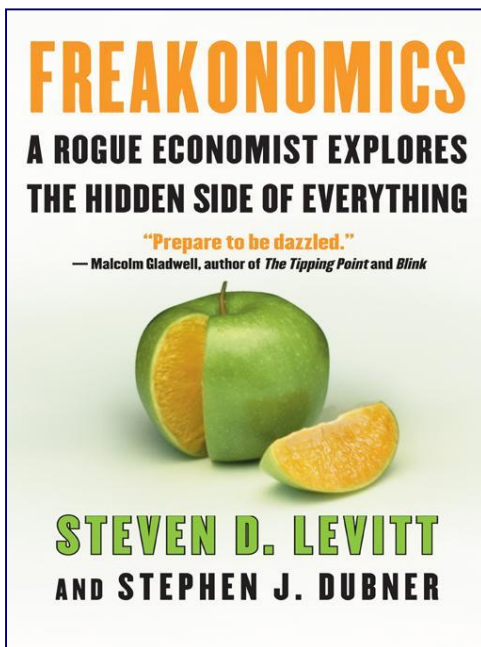
# Why Not Cash?

How much does it cost to impact behavior?<sup>1</sup>



<sup>1</sup>American 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

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"ABCNEWS.com: Why Our Best Intentions Go Astray ", Stephen Dubner, author of Freakonomics. Jan 2007.

# 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. //



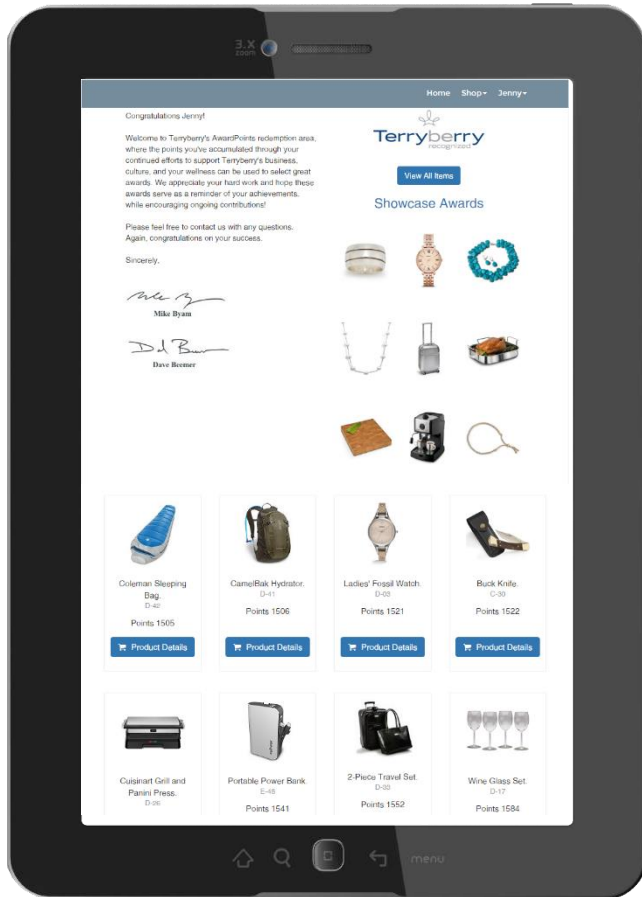
# WOW Awards



## 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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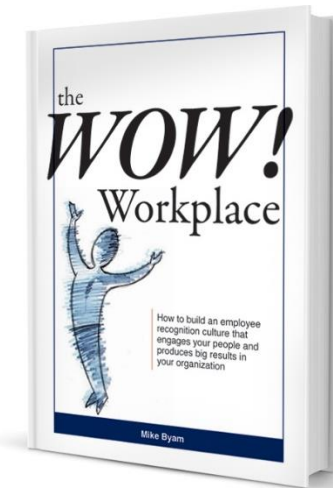
# Questions



## Mike Byam

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This program is pre-approved for  
ONE General **HRCI** Credit,  
ONE **WorldatWork** Credit  
and ONE **SHRM** PDC



HRCI PROGRAM:  
**326635**



SHRM Activity ID:  
**17-KWWR7**

# Request a Demo

Terryberry's 360 Recognition Platform for all things recognition.



[www.terryberry.com/demo](http://www.terryberry.com/demo)

# Free Educational Webinars

*Employee Recognition Best Practices*

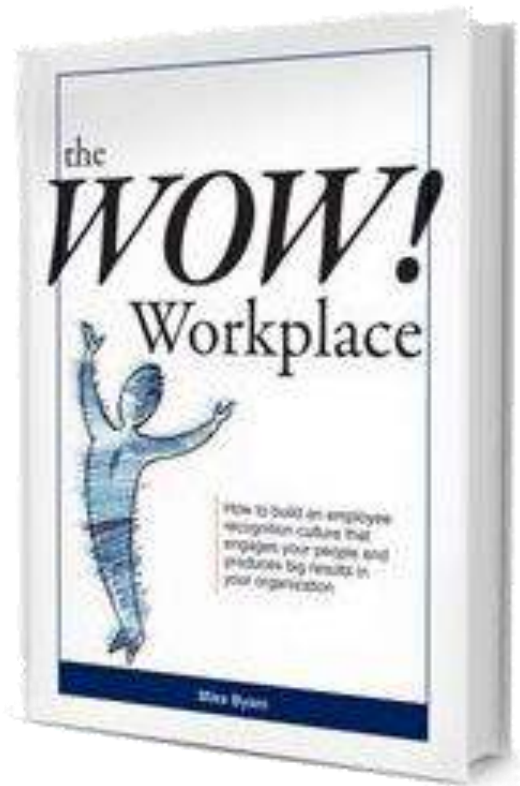
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**[www.terryberry.com/webinars](http://www.terryberry.com/webinars)**



# The WOW! Workplace

by Mike Byam



*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.***

**GET YOUR COPY!**

[www.terryberry.com/the-wow-workplace](http://www.terryberry.com/the-wow-workplace)



Terryberry



# Recognition University

[www.terryberry.com/recognitionuniversity](http://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**
- **Virtual Training Programs**
- **Learning Toolkits**



This program is pre-approved for  
ONE General **HRCI** Credit,  
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