

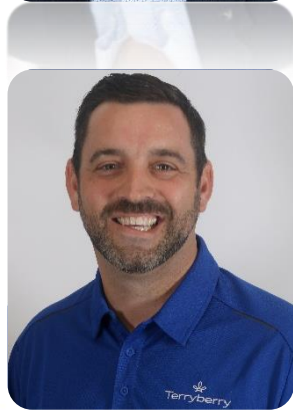


# honoring **Performance**



**Mike Byam**

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



**Mike Kelleher**

Kelleher - Terryberry



# honoring**Performance**

Symbolic Awards to Recognize the  
Best of the Best



# Meet the Chat Expert



**Ryan Duey**

Business Development Manager  
Kelleher - Terryberry

*Submit your questions/ comments at anytime*

# AGENDA

- What is an Honor Club?
- Who's responsible?
- Recognition vs. incentives
- Performance measurement & awards
- How this engages/retains employees
- 4 Keys to successful program implementation



# How does the Honor Club fit?



# Honor Club

**An Honor Club is a group of individuals who:**

- ❑ through performance prove a willingness to meet challenges established by senior management
- ❑ generate and sustain your company's growth
- ❑ achieve specific performance levels
- ❑ help build a tradition and culture of performance



Do you currently have an Honor Club program in place?

☐ Yes

☐ No

☐ Don't know

Who is primarily responsible for your Honor Club program in your organization?

- ☐ HR
- ☐ Operations
- ☐ Executive Leadership
- ☐ Sales/ Marketing
- ☐ I don't know



# Who's job is it?

- HR as Strategic Advisor
  - Expert on recognition
  - Define value to the company – retention, engagement
- Sales/Marketing or Ops Manager as Program Management
  - Program design
  - Departmental goals
  - Communication and interaction

# Recognition vs. Incentives

	<b>Compensation: Salary &amp; Variable</b>	<b>Incentives</b>	<b>Recognition</b>
<b>Who?</b>	Everyone	Go-getter	Top Performers
<b>What?</b>	Monetary – Paycheck	Tangible Rewards/ Travel/Point programs	Social or Symbolic Awards
<b>When?</b>	Every week/ 2-weeks	As Behavior or Achievement Occurs	Periodic as Top Performers Emerge (usually annually)
<b>How?</b>	Privately	Visible – Bragging Rights	Public – Both customer facing & colleague facing
<b>Perceived</b>	Entitlement – Part of Employment Contract	Earned – Within Individual Control	Honors earned for contributions made & performance achieved

# 4 Keys to Successful Implementation



**1. DESIGN**



**2. COMMUNICATE**



**3. MEASURE**



**4. AWARD**

# 4 Keys to Successful Implementation

## 1. DESIGN

- ❑ Assist clients with performance metrics & thresholds (set a standard)
- ❑ Consider a tiered program



# 4 Keys to Successful Implementation

## 2. COMMUNICATE

- ❑ Program theme, website, digital campaign, print, etc.
- ❑ Keep program visible throughout the campaign



# 4 Keys to Successful Implementation

## 3. MEASURE

- ❑ Leaderboards are essential
- ❑ Participants need to know how they are doing



# 4 Keys to Successful Implementation

## 4. AWARD

- ❑ Design a custom award package that represents elite performance



# Leaderboard Examples

## Data Driven



### SERVICE CENTER MANAGERS

JUNE

#### Monthly Award Winners

Update Posted: 7/2/2015

Next Scheduled Update: 8/3/2015

KEY  Dark blue highlighting represents winners for the Month  
 No highlighting represents those that were disqualified  
\* Disqualified participants not displayed.

#### Qualifiers

\* All participants must be active in their role, at their measured SIC for the entire month to qualify.

Scoring: Max Scores (If goal is attained)

Safety: 20%

Customer Focus: 40%

Cost & Efficiency: 40%

Total Score: Sum of the 3 category scores. \*Rankings based on Total Score.

### SERVICE CENTER MANAGER

Area	Rank	LOC	Safety	Customer Focus	Cost & Efficiency	Total Score
Central	1	XSJ	18.0%	40.0%	28.0%	90.0%
	2	NBM	10.0%	40.0%	36.5%	87.0%
	3	XSP	20.0%	40.0%	25.0%	85.0%
	4	XCF	20.0%	40.0%	23.0%	85.0%
	5	XSF	20.0%	29.0%	25.0%	83.3%
	6	XME	10.0%	38.0%	32.0%	82.0%
	7	XPB	20.0%	37.6%	22.4%	79.9%
	8	XBV	20.0%	19.0%	40.0%	78.8%
	9	XDP	19.0%	39.0%	18.4%	78.4%
	10	LOO	20.0%	37.6%	19.8%	77.5%
East	1	NNW	20.0%	40.0%	39.7%	99.7%
	2	XCV	20.0%	32.0%	36.9%	88.9%
	3	NKX	20.0%	20.1%	37.8%	78.0%
	4	XAC	19.5%	26.3%	30.4%	76.2%
	5	XEG	10.0%	32.7%	32.7%	75.4%
	6	NLB	10.0%	40.0%	24.8%	74.8%
	7	XCL	10.0%	39.2%	25.0%	74.2%
	8	XAB	10.0%	35.0%	26.5%	71.5%
	9	XHG	10.0%	25.3%	35.9%	71.2%
	10	XSX	20.0%	20.0%	30.0%	70.0%



# Considerations For Honor Club Awards

## *Symbolic*

- Visible Levels of Achievement
- Real and Perceived Value
- Cultural symbols of elite performance and status
- Exclusive to winners

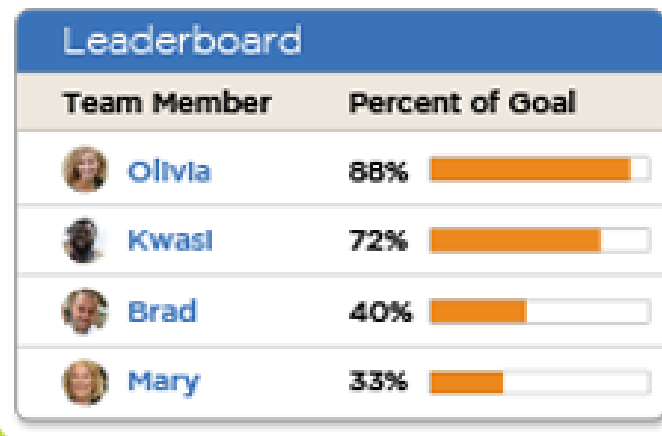


## **Examples:**

*Exclusive Business Cards | Custom Plaques | Engraved Pens | Custom Jewelry*

# Honor Club

- **Business Reasons for implementing an Honor Club**
  - Communicates performance expectations to your audience
  - Tracks and reports progress
  - Builds a tradition of winning and performance
  - Generates excitement through public celebration
  - ROI for program expenses



What's your current turnover in your sales organization?

- ☐ <15%
- ☐ 15-25%
- ☐ 25-50%
- ☐ >50%

# How does this engage/retain employees

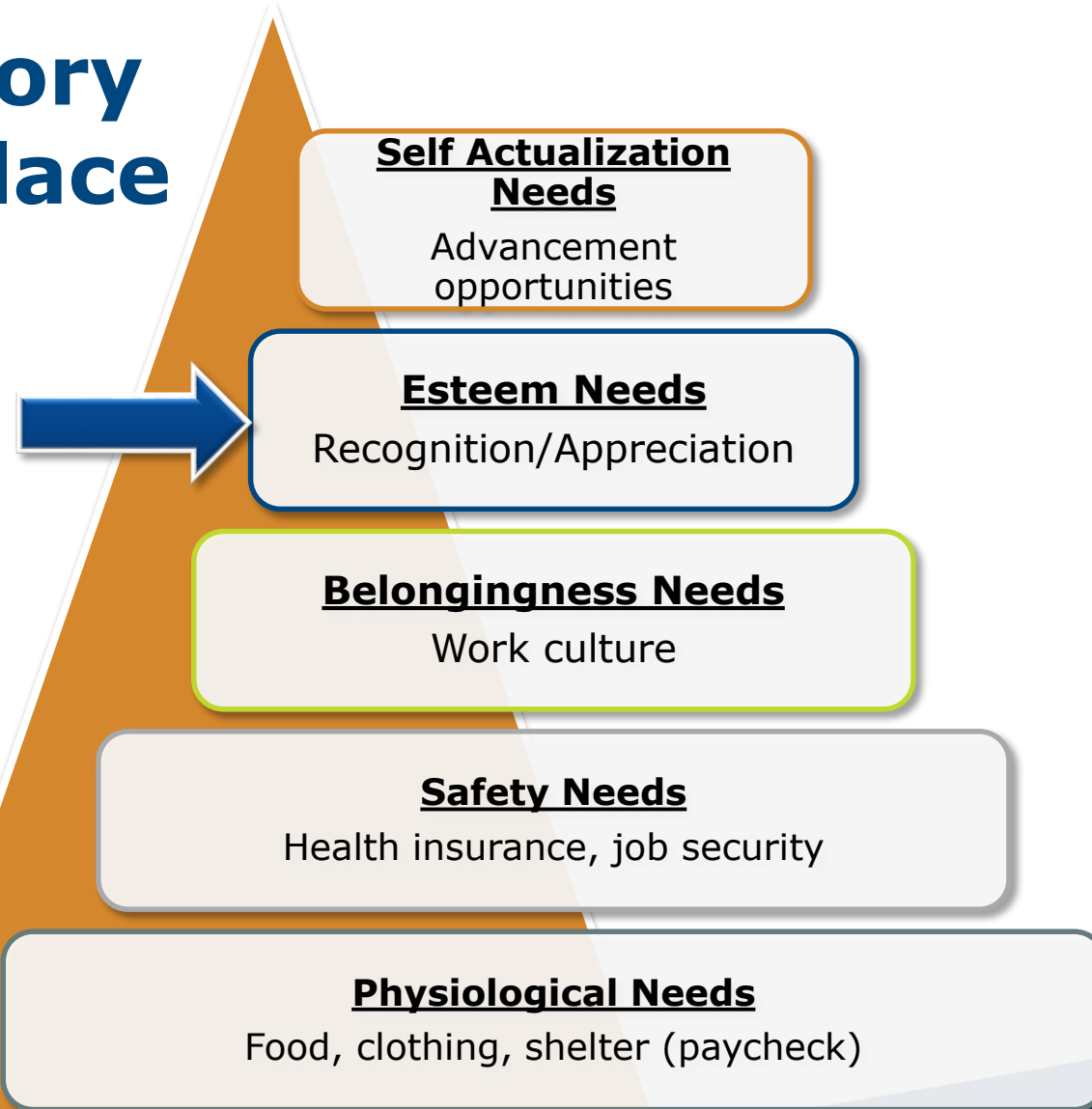
## Cost of Turnover

- 150% of salary to replace a salesperson
- Recognition engages

## What do employees really want?

- compensation vs recognition

# Maslow's Theory In the Workplace



# What did we learn?

- **Honor Club** is an exclusive group of top performing employees recognized at the end of the year (calendar/fiscal)
- Recognition is based on **OBJECTIVE PERFORMANCE METRICS**
- HR's role as a **program advisor** for Honor Clubs
- Honor Clubs set **performance expectations and reduce turnover**

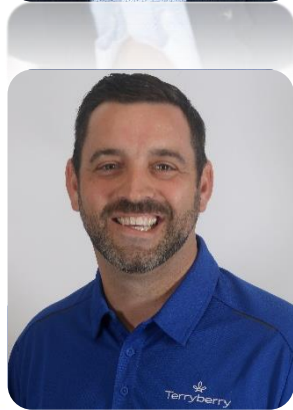
# QUESTIONS

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



HRCI ORG-PROGRAM:  
**317137**



*WorldatWork Society of  
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SHRM Activity ID:  
**17-J03XG**



# honoringPerformance



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*Symbolic Awards to Recognize  
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Learn how to get started at  
[www.terryberry.com/honoring-performance](http://www.terryberry.com/honoring-performance)

# Educational Webcasts

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Best Practices in Employee Recognition

REGISTER TODAY

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

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Certified Professionals®



*Most webinars are pre-approved for HRCI,  
SHRM & WorldatWork recertification credits*



# 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**

# Request a Demo

Terryberry's 360 Recognition Platform for all things recognition



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



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