

7 Best Practices for Long Service Awards Today

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



Paul Calnan

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Author of *The WOW! Workplace*
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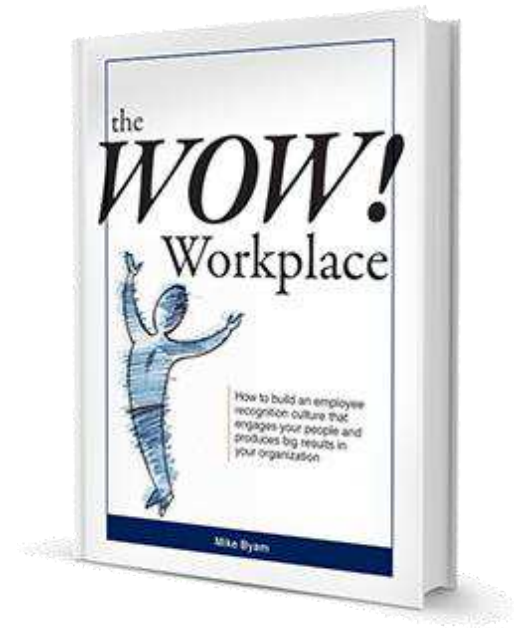
Meet the Recognition Experts via Chat



Adam Porter | Head of Sales and Marketing,
TerryberryReward

Agenda

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



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

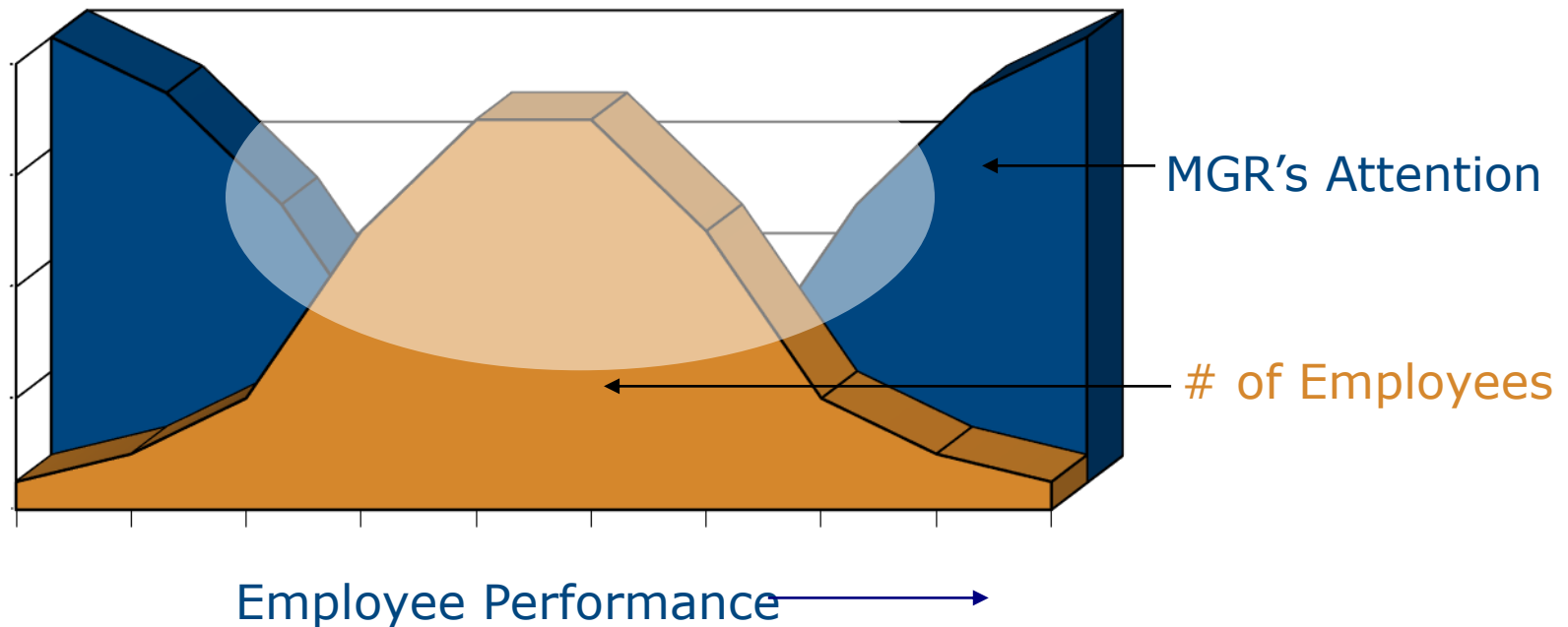
Who is TerryberryReward?

- An established partner with a **proven reputation**.
- We are proud of our heritage, committed to recognition solutions for businesses today, and **leading the future of employee recognition**.
- Our clients are amongst some of the biggest names in business and they **trust us to deliver outstanding programmes** to their employees.
- Our team provide a comprehensive service with in-house awards fulfilment and **exemplary customer support**.
- At TerryberryReward we ensure the process of setting up or maintaining your reward scheme is both **simple and stress-free**.

What are the goals for your Long Service Awards programme?

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

Service Awards Engage the **Middle Majority**



Milestones Matter



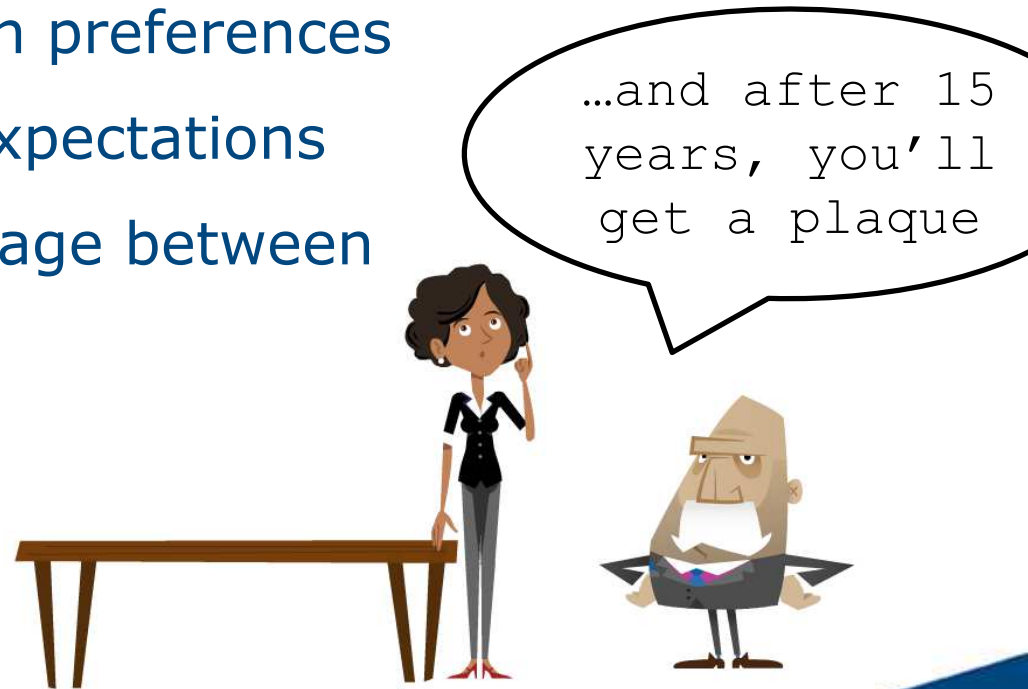
Poll

Which best describes the Long Service Award Programme in your organisation?

- ☐ Organisation-wide programme
- ☐ It varies by department
- ☐ We are just beginning
- ☐ We don't have a long service award programme

Service Award Programmes are Evolving

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

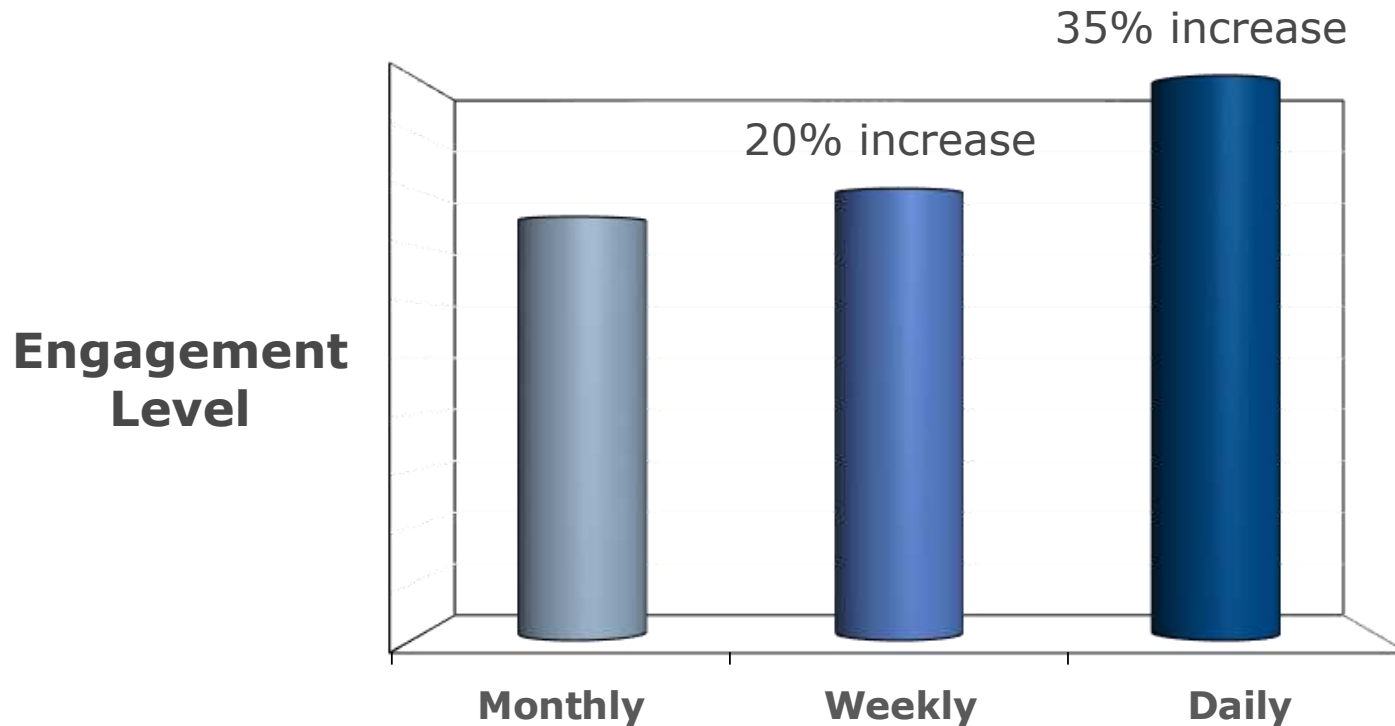


Median Tenure

*The typical UK employee entering the workforce today can expect to have 9 jobs, **moving roles every 5 years.****

*www.lv.com/about-us/press/article/job-for-life

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



Rewarding Health & Safety /
Training Completion

Chat in your responses

Sales Incentives

Social Recognition

Suggestion Schemes

Channel Partner Schemes

Customer Retention

Long Service Awards

Which Reward & Recognition schemes
are used in your organisation?

Peer-to-Peer
Recognition

Retirement Awards

On-boarding / New
Starter Induction

Going The Extra Mile

Manager Driven / On-
The-Spot Awards

Target Achievement / KPI's

Where to Start?

Include recognition in your structured onboarding programme

- Set expectations that your organisation recognises contributions
- Employees should understand when and how they earn recognition

WELCOME to the team!

Tell us about yourself

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? _____

Favourite food? _____ Favourite restaurant? _____

Hobbies? _____

Some of our colleagues 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)

Pick one: ☐ behind the scenes ☐ in the limelight ☐ a little of both

We will do our best to recognise your contributions in a way that is most meaningful to you. Would you value...

Receiving an award for an achievement?	<input type="checkbox"/> yes	<input type="checkbox"/> no
Being recognised in a group of peers/others?	<input type="checkbox"/> yes	<input type="checkbox"/> no
Being thanked privately by your manager?	<input type="checkbox"/> yes	<input type="checkbox"/> no
Receiving a note of appreciation?	<input type="checkbox"/> yes	<input type="checkbox"/> no

How do you prefer to work? ☐ independently ☐ part of a group

Anything else you'd like to share about yourself? _____

We value each of our colleagues for what you bring to our group. Our goal is to create a productive workplace where each of our employees feels appreciated and recognised for the valuable ways that you contribute.

Welcome to the team!

Terryberryreward www.terryberryreward.com

"You only get one chance to make a great first impression."

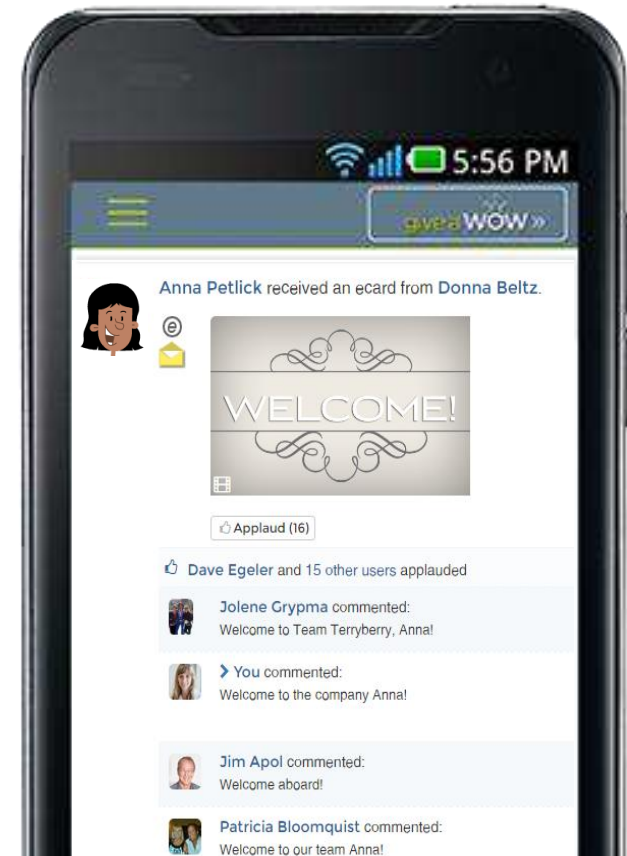
Download the Onboarding Questionnaire
www.terryberryreward.com/resources

Long Service Awards Roadmap – a 360 Recognition Approach

Celebrate the Start

Onboarding/Welcome

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

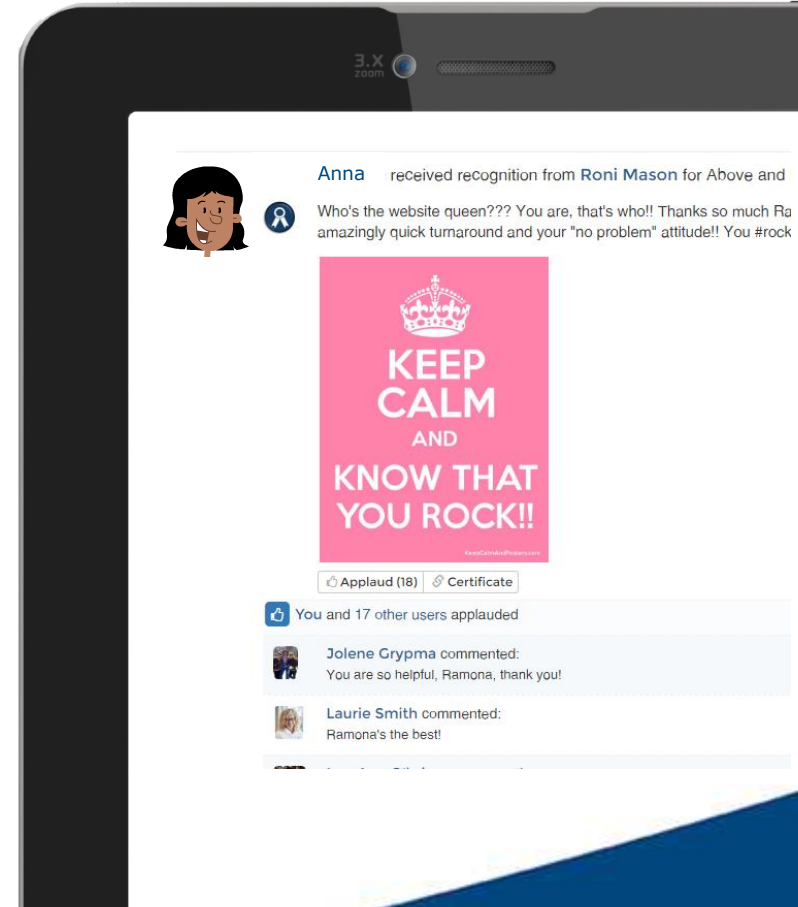


“We’re glad you’re here!”

Long Service Awards Roadmap – a 360 Recognition Approach

Build the Relationship

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



Long 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?

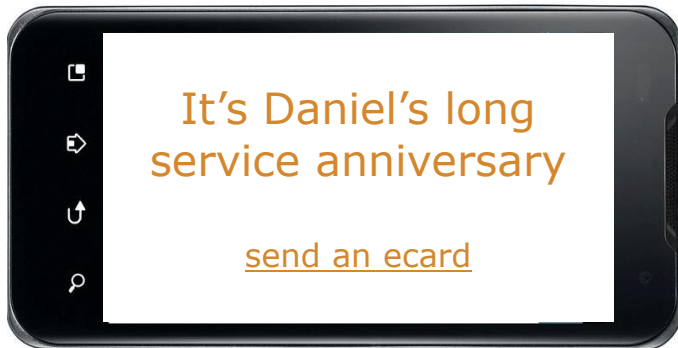


about
anniversaries

Long Service Awards Roadmap – a 360 Recognition Approach

Anniversary Recognition

- Automate anniversary tracking
- Alert managers and make milestones visible to peers



The screenshot shows the 'give a WOW' website. At the top, there's a navigation bar with links: Home, My Wall, My Awards, Directory, and a user profile for Jenny. Below the navigation bar, there's a section titled 'Upcoming Milestones' which is highlighted with an orange border. This section lists several dates and names with their respective years of service:

- November 1**
 - Cyrena White - (6 Years)
 - Hieu Dao - (12 Years)
- November 2**
 - Debra Decker - (1 Years)
- November 4**
 - Daniel Zbikowski - (3 Years)
- November 5**
 - Lee Schisler - (2 Years)
- November 12**
 - Rupert Cottrell - (4 Years)
- November 14**
 - Carla Agosto - (11 Years)
- November 17**
 - Kyle Guppy - (2 Years)
 - Ben Allen - (2 Years)
- November 18**
 - Josephine Guppy - (35 Years)
- November 27**
 - Doug Kutchuk - (27 Years)

To the right of the milestones list, there's a '360 Recognition Wheel' graphic with a central '360' and various icons around it. Below the wheel, there's a section for 'Tour the 360 Recognition Wheel - Terryberry' with buttons for 'Applaud (9)' and 'Certificate'. Further down, there are comments from users like Zach Campbell, Laurie Smith, and Kelsey Rogers. At the bottom, there's a section for 'Amber Zaucha received an ecard from Debbie Prickett' with a 'HAPPY BIRTHDAY!' graphic and buttons for 'Applaud (5)' and comments.

Long Service Awards Roadmap – a 360 Recognition Approach

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 Long Service Awards presented in your company?

- ☐ One-on-one with manager or informal gathering of co-workers
- ☐ At a Company function or event
- ☐ Varies by department
- ☐ Awards are distributed without a personal presentation
- ☐ No Long Service Awards

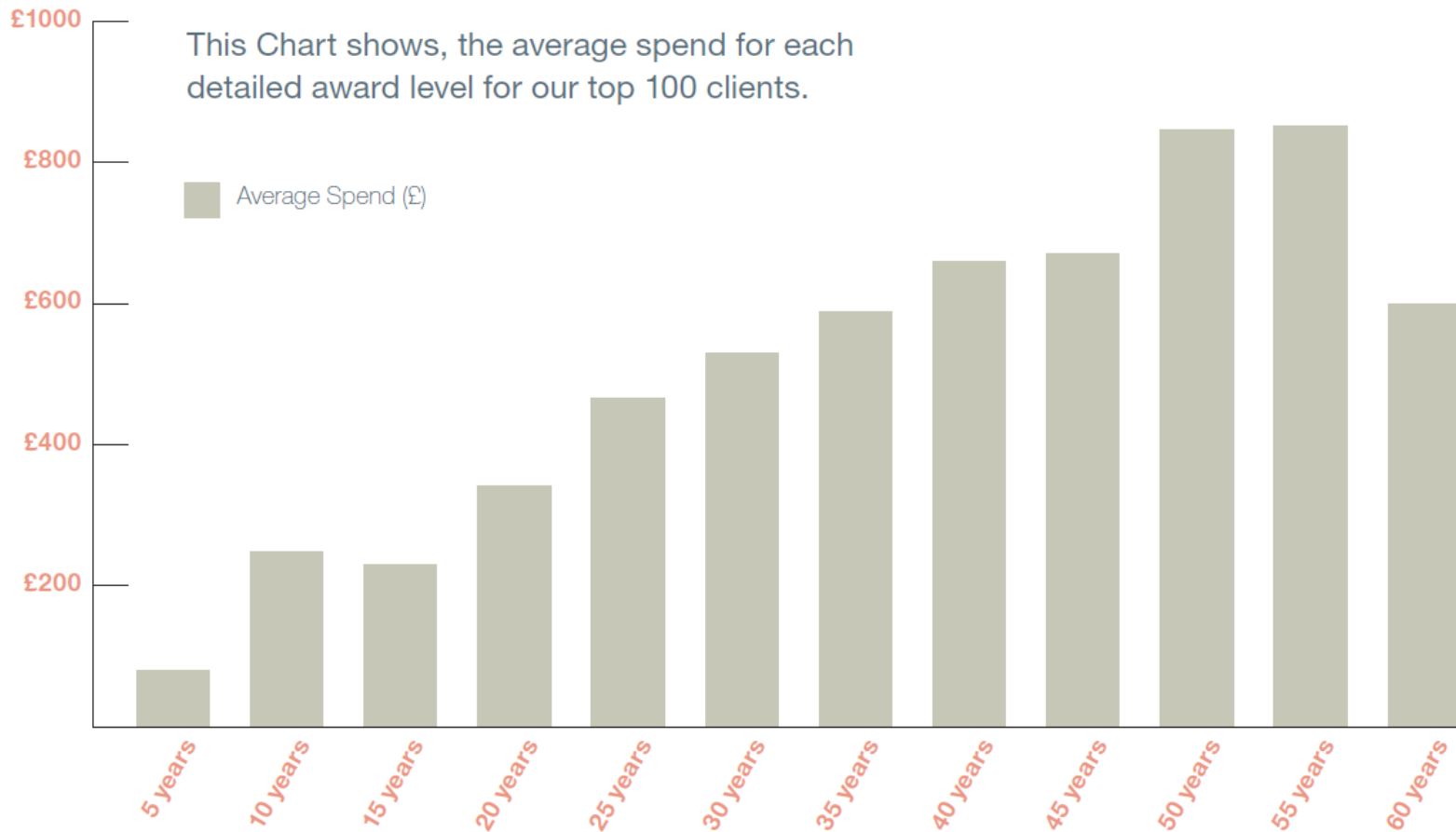
Long Service Awards Roadmap – a 360 Recognition Approach

Major Milestone Recognition

Milestone map



Long Service Award Benchmarking



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 employee recognition presentations.

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 in 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, and we feel that this new relationship is going to help put us in a better position."

Recipient Notes

Award Presentation Date _____	
Recipient's Name _____	Exact Date of Hire _____
(Phonetic Pronunciation) _____	Award _____
Current Job Title and Responsibilities _____	
Original Job Title _____	
Specific Contributions to the Organisation _____	
Humorous Stories _____	
Spouse's Name _____	Children _____
Activities Away from Work _____	
Our Mission, Vision, & Values _____	
About the Award _____	

Download the Award Presentation Cheat Sheet
www.terryberryreward.com/resources

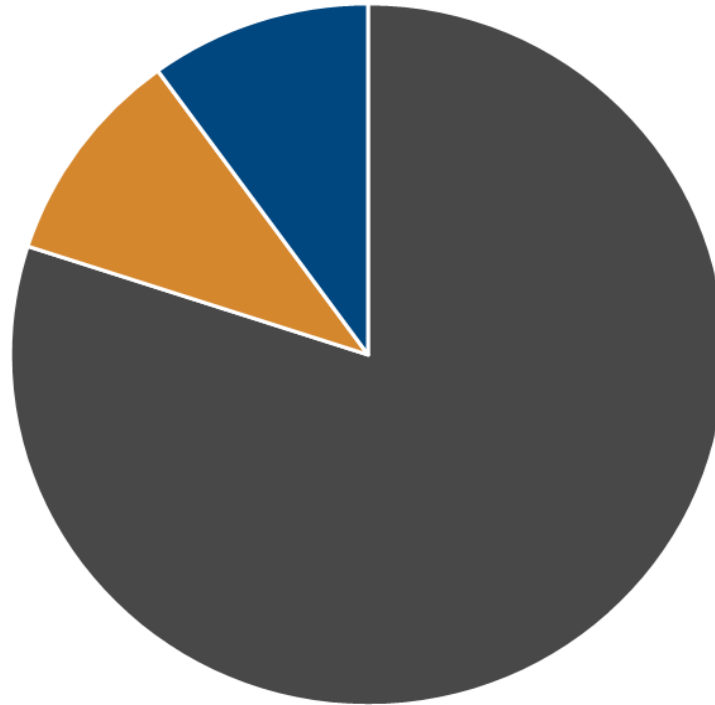
Awards in 2018

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



Long Service Award Budgeting

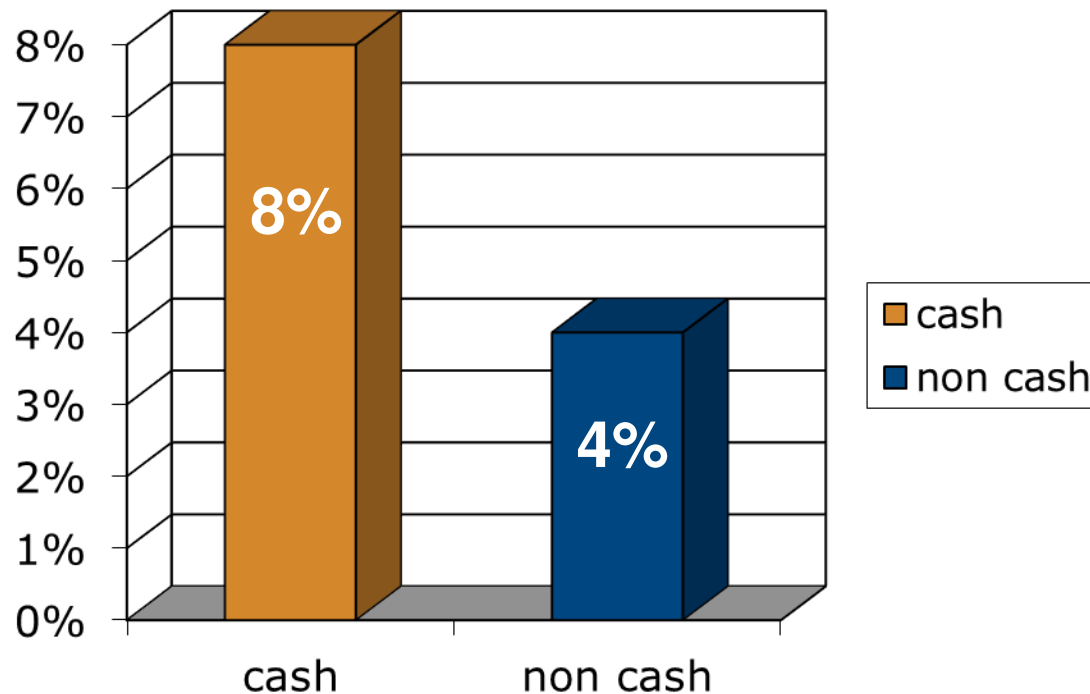
- Average recognition spend is 2.7% of payroll.
- Average long service award budget is £20-25 per year of service.



■ Awards ■ Presentation ■ Set-up/Administration

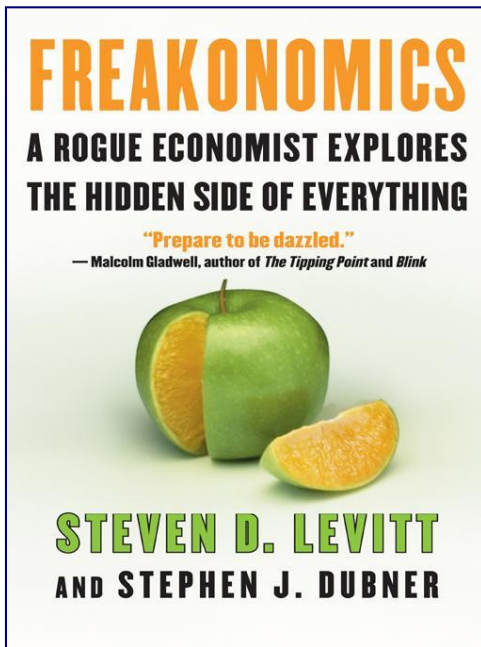
Why Not Cash?

How much does it cost to impact behaviour?



American Productivity and Quality Center, Motivation Strategies, Potentials Magazine

The Problem with Gift Cards/Vouchers



- \$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

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

Tangible Awards Multiplies Impact



Tangible long service awards remind employees that they are a part of something

Connect your people with your brand and mission

Recipient Feedback

"A wonderful surprise having reached a milestone in my career, I was so excited looking through the catalogue. The rewards range on offer is superb, something for everyone, I am truly grateful to my company for the recognition, and for choosing TerryberryReward to manage the scheme both of whom, are the best in my opinion, simply the best. Thank you!"

"I was so impressed with the ease of choosing a gift, placing the order and most of all the speed of delivery! I am delighted with my bracelet - a wonderful memento as I retire after 35 years. Thank you!"

"I felt really privileged to have the opportunity of making a selection from such an inspirational rewards range."

Impactful Awards



Product Characteristics

- Personally meaningful
- Exclusive & Symbolic
- Lasting
- Visibility/Trophy value

Impactful Awards



Redemption Strategy

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

Awards for a New Generation - PERSONALISATION

Personalised
award kits



Personalised award
selection materials

Let's Recap

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Questions



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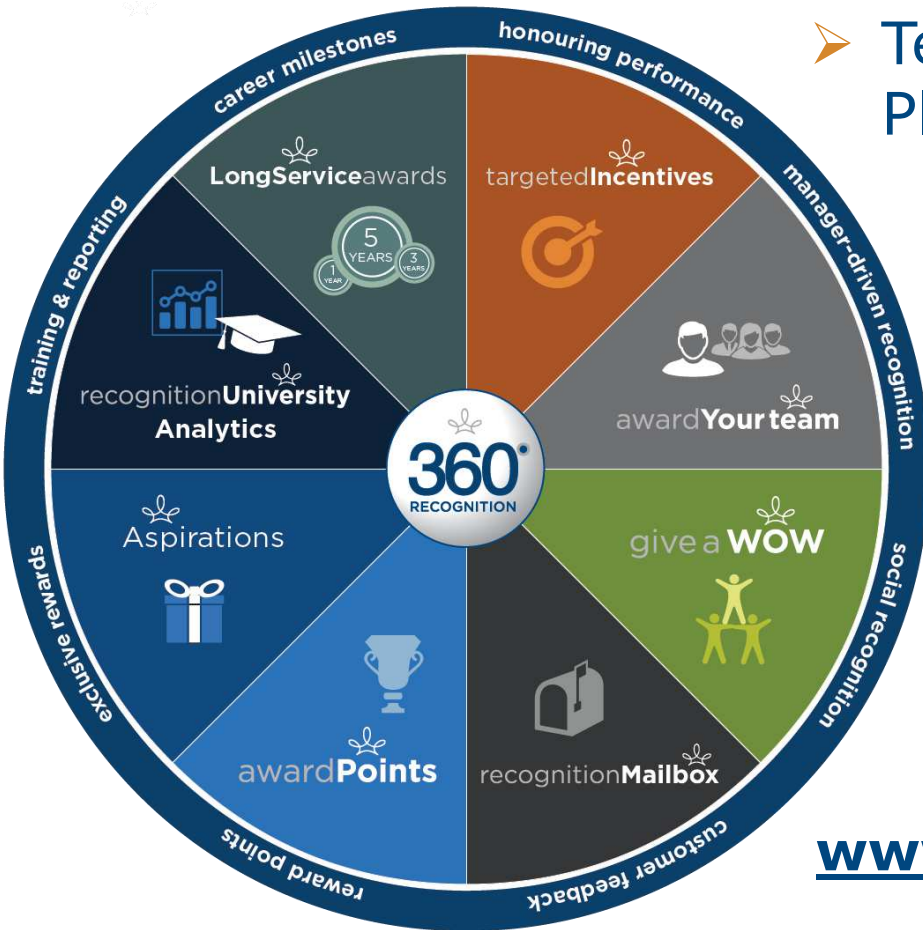
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Request a Demo

- Terryberry's 360 Recognition Platform for all things recognition.



www.terryberryreward.com/demo

Free Educational Webinars

Employee Recognition Best Practices

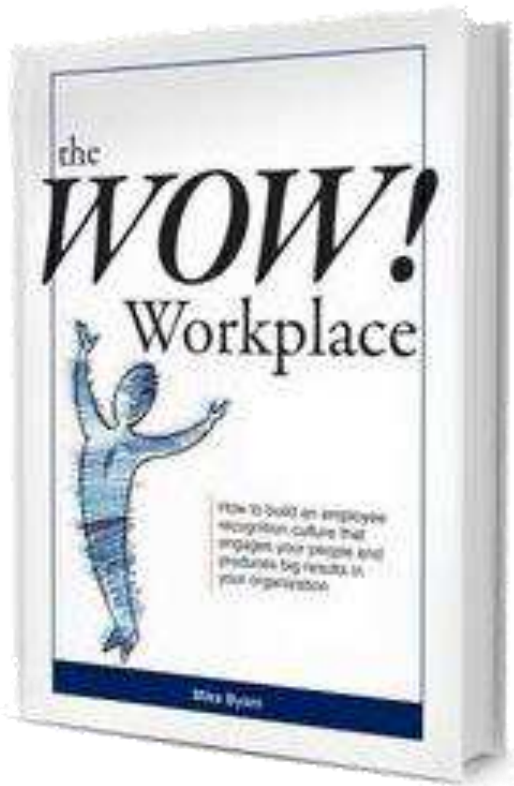
REGISTER TODAY >

www.terryberryreward.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.terryberryreward.com/the-wow-workplace



Recognition University

www.terryberryreward.com/recognitionuniversity

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



- **On-Site Training Programmes**
- **Virtual Training Programmes**
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