

# Service Awards Today

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



Mike Byam

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# Meet Terryberry's Recognition Experts via Chat



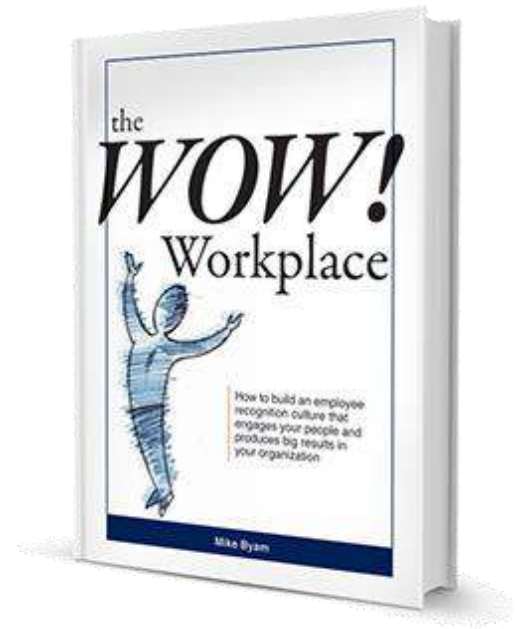
**Michelle Nedved**  
Early Engagement Team



**Claire Baker**  
Early Engagement Team

# 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

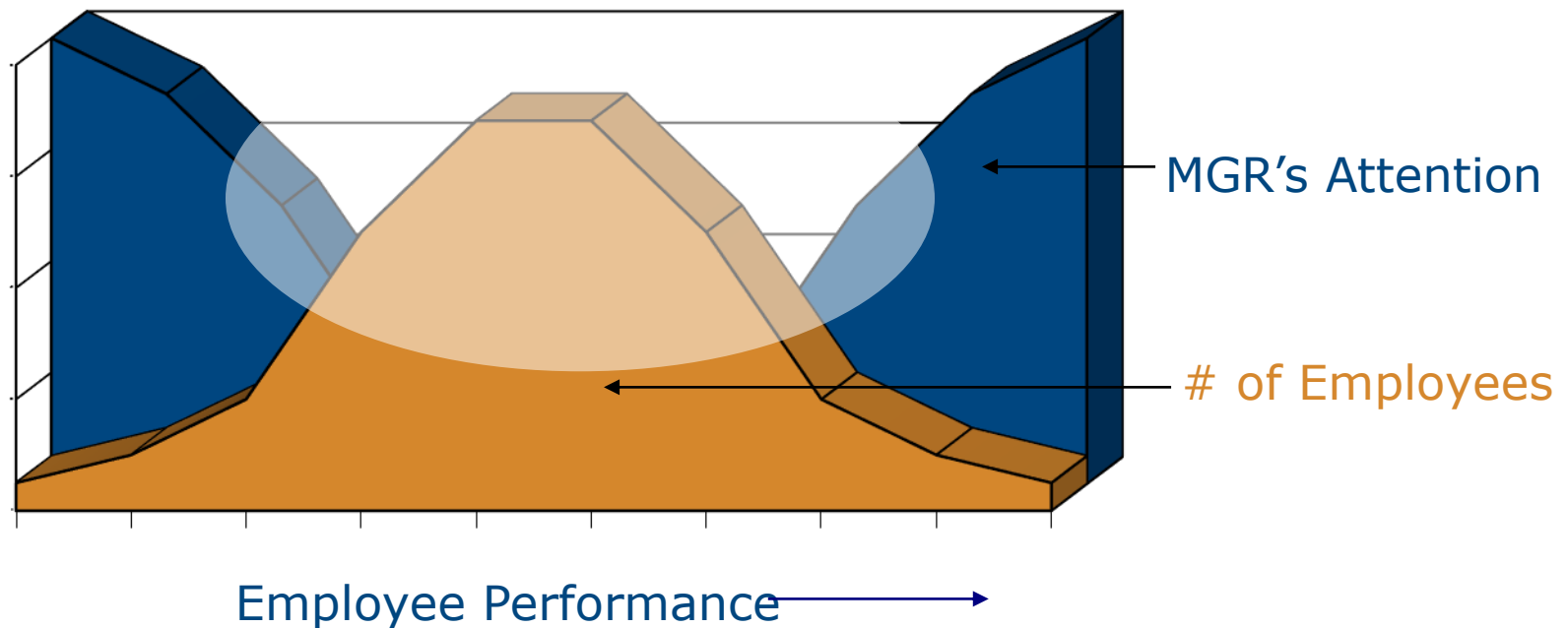
How long have you been with your current employer?

- ☐ 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





# 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



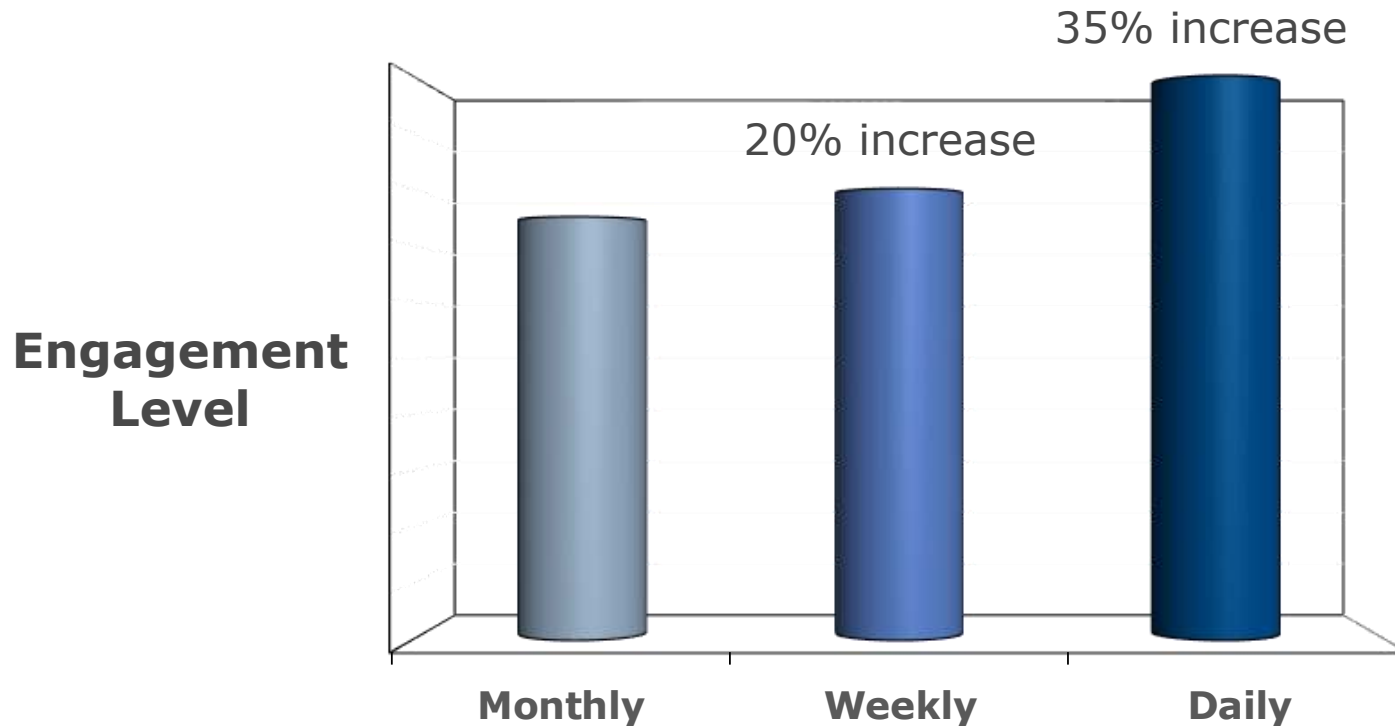
# Median Tenure

*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](https://www.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

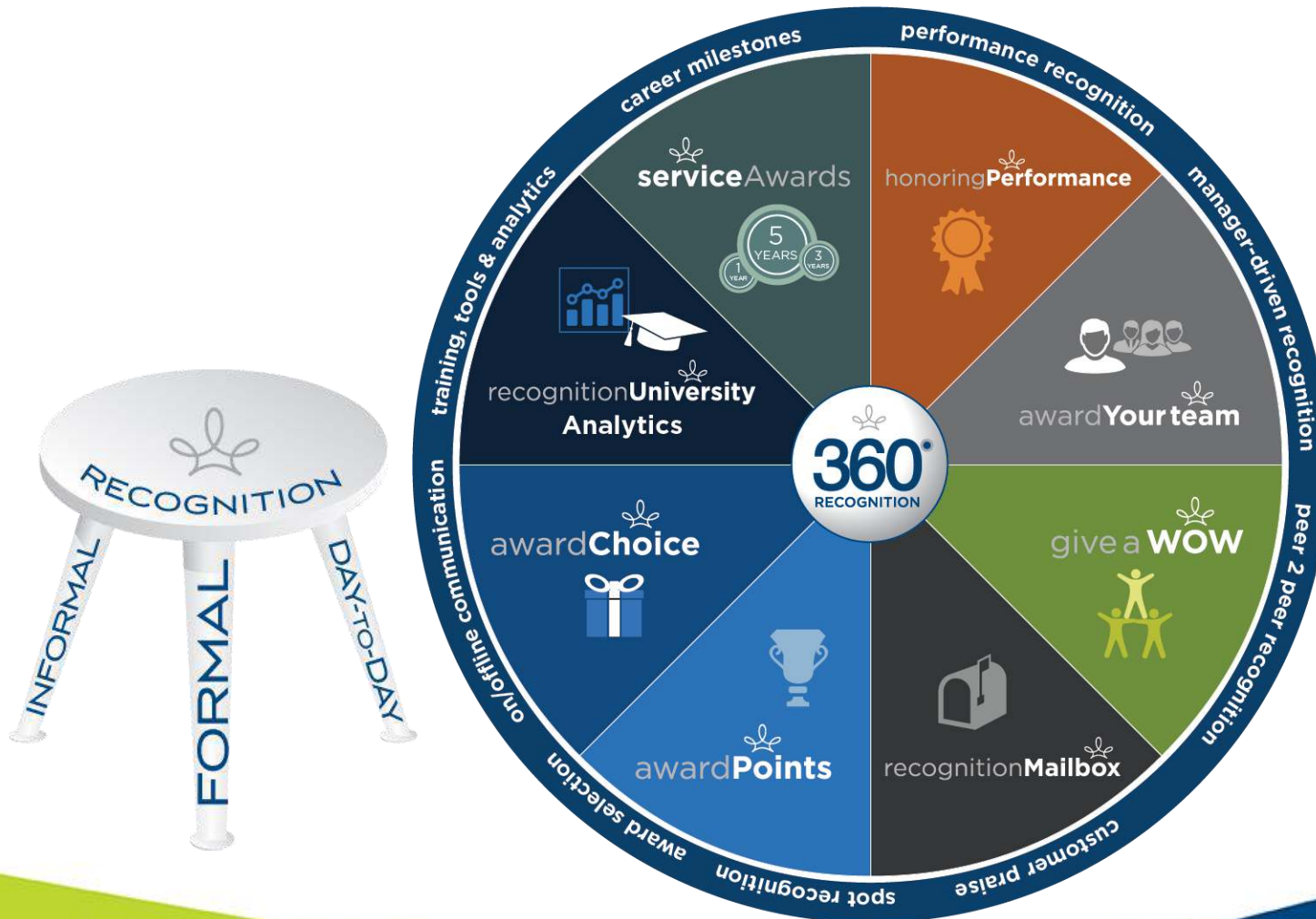


# Elements of an sustainable framework

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



# 360° Recognition Culture



**Rewarding Health & Safety /  
Training Completion**

**Chat in your responses**

**Sales Incentives**

**Social Recognition**

**Service Awards**

**Customer Retention**

**Which Reward & Recognition Programs  
are used in your organization?**

**Peer-to-Peer  
Recognition**

**Retirement Awards**

**On-boarding**

**Going The Extra Mile**

**Manager Driven/  
On-The-Spot  
Awards**

**Target Achievement / KPI's**



# 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)

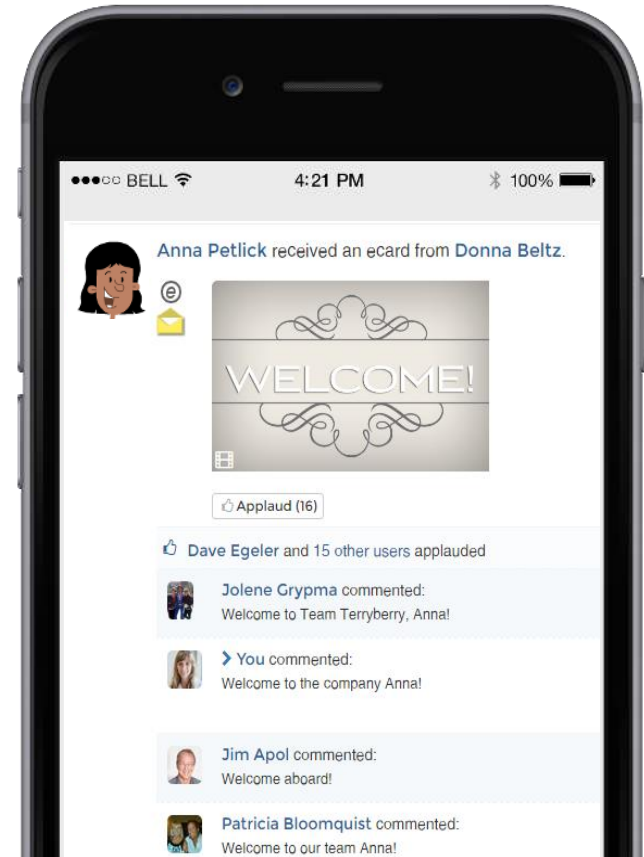
Download the Onboarding Questionnaire  
[www.terryberry.com/resources](http://www.terryberry.com/resources)

# 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

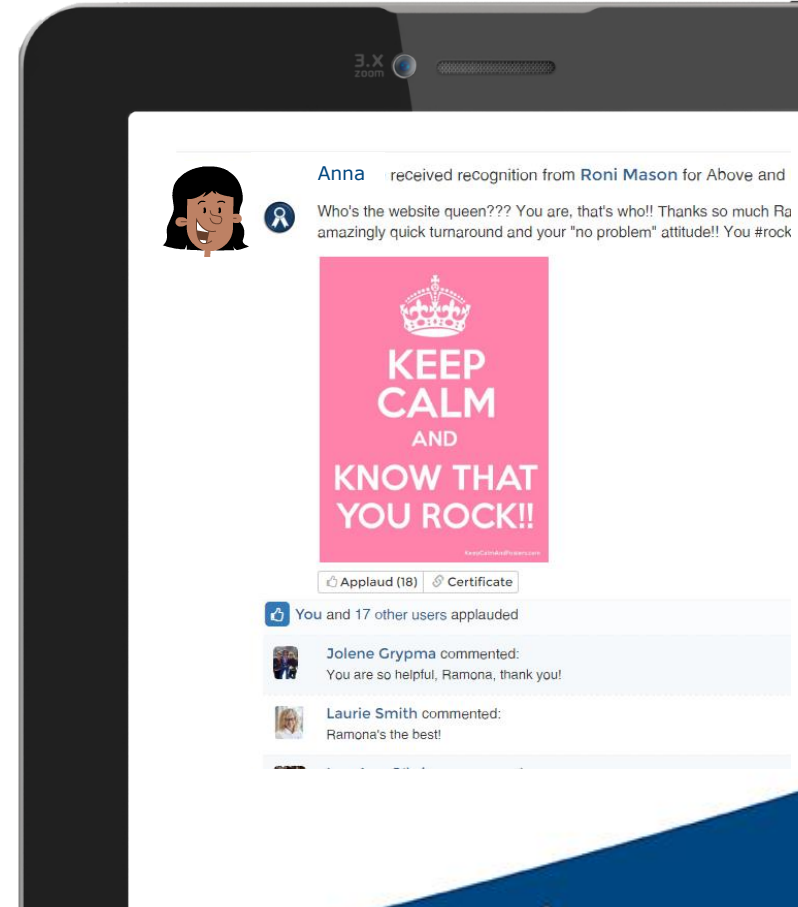


"We're glad you're here!"

# 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

It's Daniel's service anniversary

[send an ecard](#)

**iRecognize  
– free app**

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 service durations:

- 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 cartoon character pointing to it. Below the wheel, there's a section for 'Tour the 360 Recognition Wheel - Terryberry' with 'Applaud (9)' and 'Certificate' buttons. 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 'Applaud (5)' button.

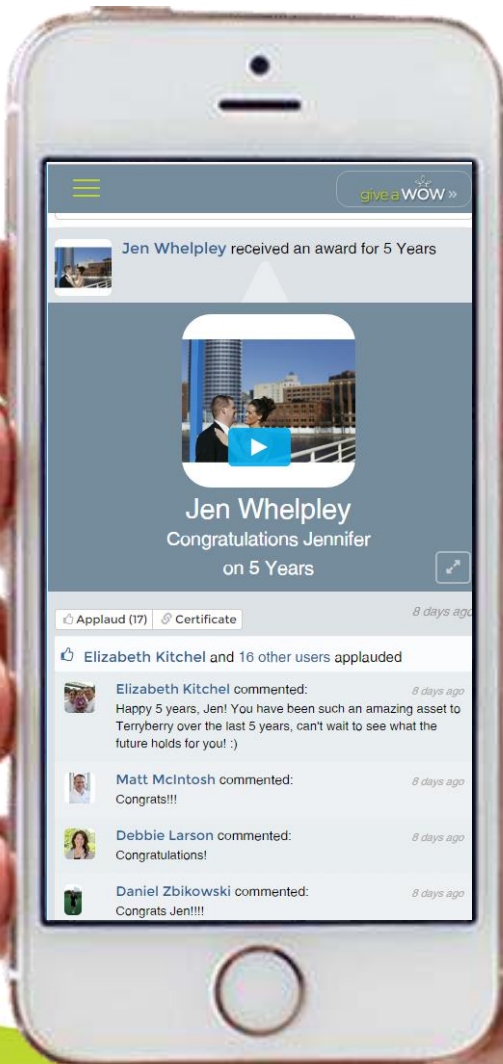


# Service Awards Roadmap – a 360 Recognition Approach

## 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 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 any 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 suggestions to improve the workflow. 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 \_\_\_\_\_  
Recipient's Name \_\_\_\_\_  
(Phonetic Pronunciation) \_\_\_\_\_  
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)

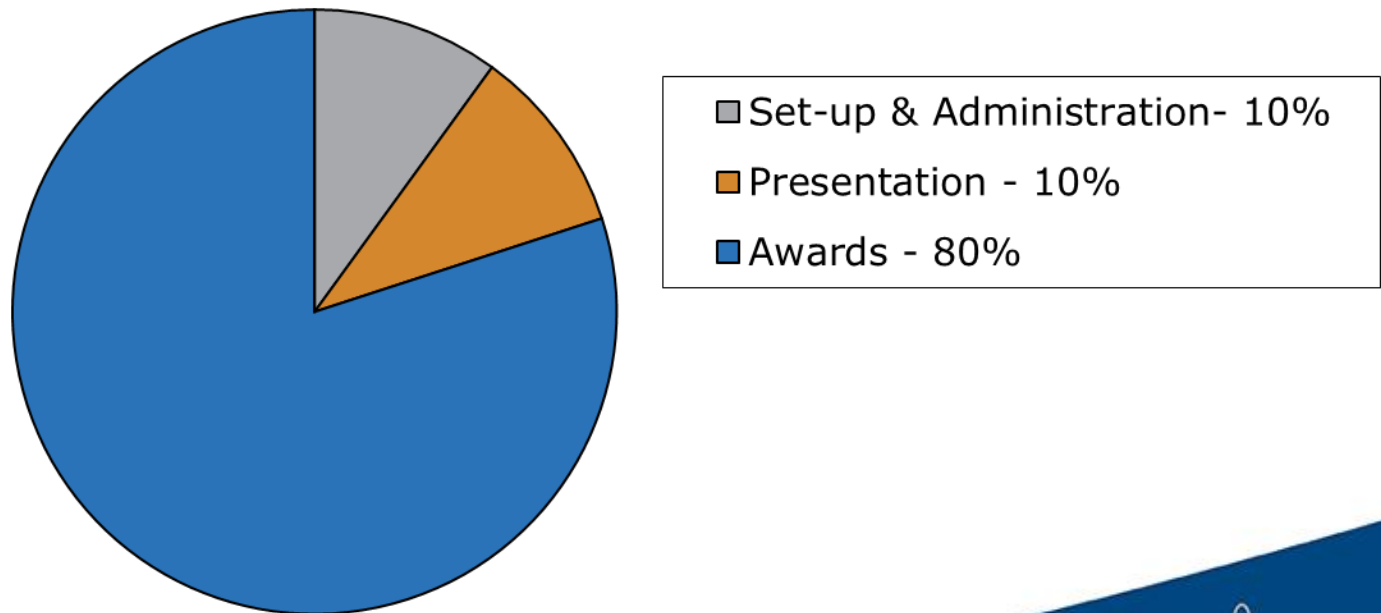
# Awards in 2019

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



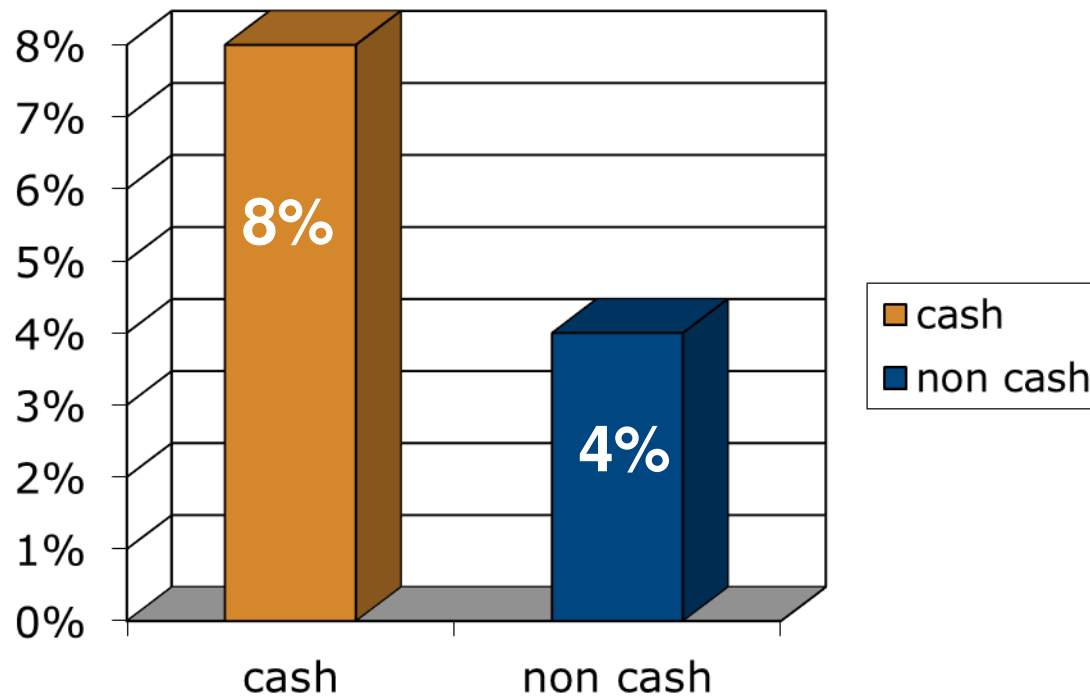
# Service Award Budgeting

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



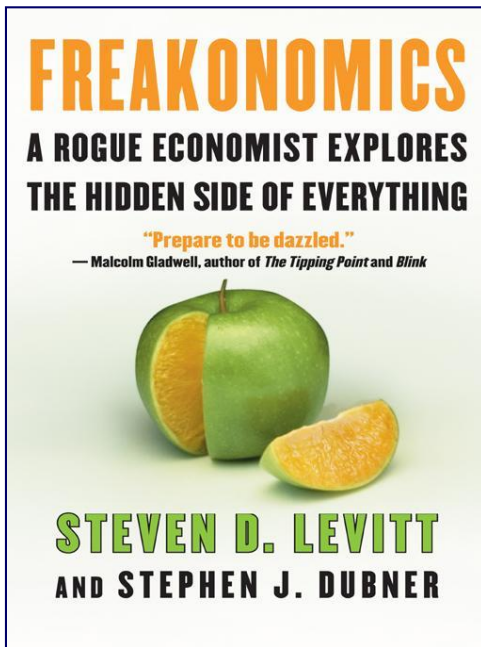
# Why Not Cash?

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. //



Terryberry

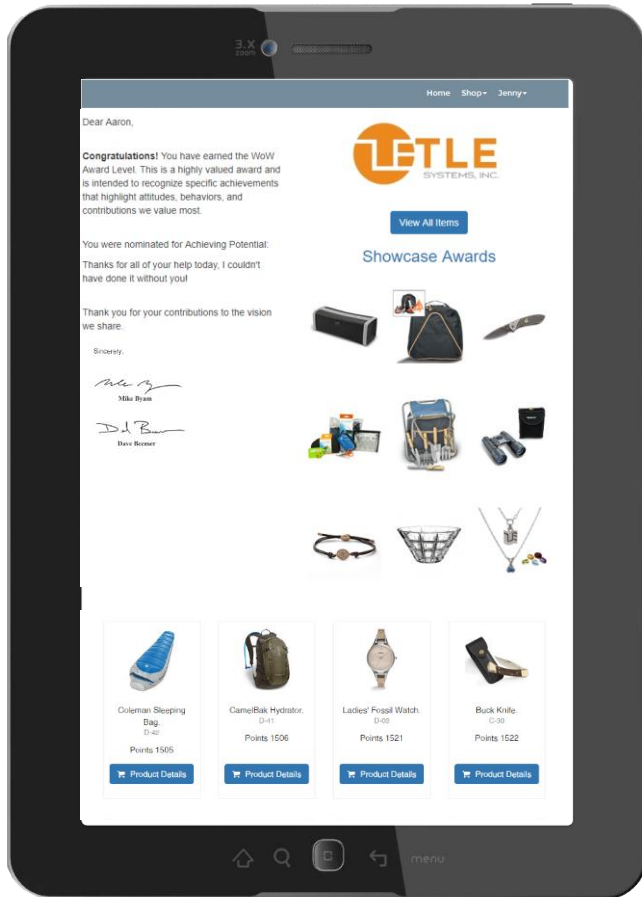
# WOW Awards



## 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

1. Establishing the Goals
2. What's Changed?
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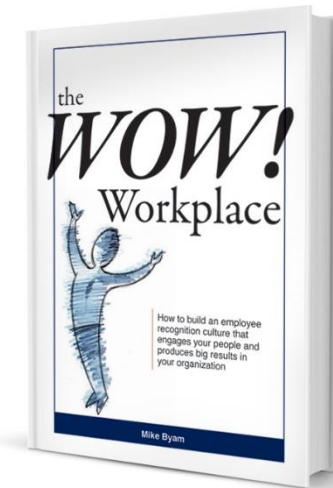
# Questions



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



HRCI PROGRAM:  
**357936**



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SHRM Activity ID:  
**18-D79S2**

# Request a Demo

Terryberry's 360 Recognition Platform for all things recognition.



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

# Free Educational Webinars

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*Employee Recognition Best Practices*

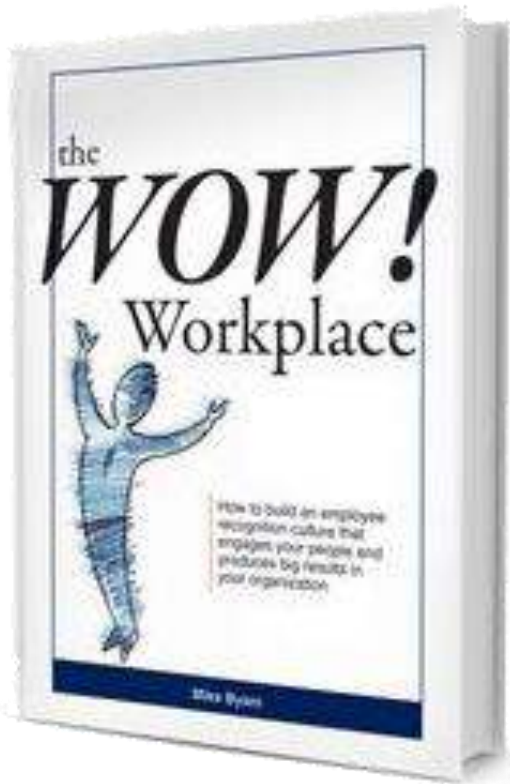
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**[www.terryberry.com/webinars](http://www.terryberry.com/webinars)**



# 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)**



# Recognition University

**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**

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



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



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