

# Build a Culture of Safety, Wellness & Engagement Using Employee Rewards and Recognition



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Recognition is the best way to reinforce the **attitudes, behaviours** and **contributions** (ABCs) that make your organization go.



# Our Focus Today:



Workplace Safety



Employee Wellness



## Poll

Does your organization have an employee **safety awards program**?

- Yes
- No
- Just getting started

## Poll

Does your organization have an **employee wellness program**?

- Yes
- No
- Just getting started

## Why Businesses Need More Effective Employee Recognition

Only **40%** of employees feel adequately recognized by their supervisor.

**36%** of employees said they **haven't** received any form of recognition in the last year.

**88% of businesses indicate they recognize their employees.**



*"Rule No. 1: Never lose money; Rule No. 2: Don't forget Rule No. 1."*

- Warren Buffett



*Organizations with high  
employee engagement have...*

*13% less turnover*

*44% higher profits*

*50% higher customer satisfaction*

The #1 Driver of Engagement is **Recognition.**



## Employee Engagement Impacts Workplace Safety

Workplaces with high levels of engagement saw fewer accidents than those with lower engagement.

Specifically, business units among the top 25 percent of engaged workplaces saw **70 percent fewer incidents** than those in the bottom 25 percent.

*82,000 business units and 1.8 million employees across 230 total organizations. Gallup 2016*

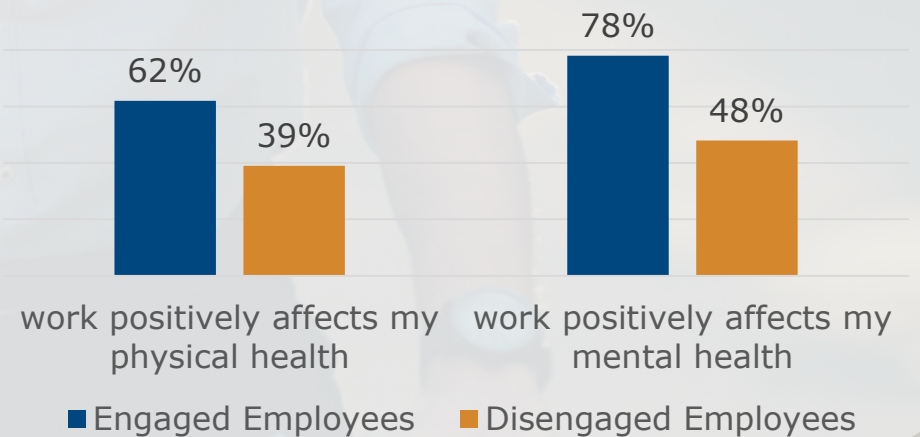
## Employee Wellness & Engagement are Reciprocal

**85%** of companies say wellness programs bolster employee engagement

*Virgin Pulse 2017 Business of Health Employees Survey Report*

“When an employee is happy with their job, it positively affects their health. When an employee is healthy... they’ll feel happier in the workplace. It’s a relationship that builds off of one another, and employers should really take advantage of that.” [Forbes, July 2018](#)

### Employee Engagement and Wellness



*Gallup Management Journal*

Recognition is the best way to reinforce the **attitudes, behaviours** and **contributions** (ABCs) that make your organization go.



# Reinforcing positive attitudes

**Non-monetary** recognition or nominal-value awards for positive attributes that contribute to or demonstrate safety, wellness and engagement in your workplace culture.

- ✓ Align with organizational values
- ✓ Subjective
- ✓ Discretionary
- ✓ On the spot
- ✓ Peer to peer



# Encouraging desired **behaviours**

A **points-based recognition** system can be used to encourage behaviours that are:

- ✓ Above and Beyond
- ✓ Predetermined
- ✓ Controllable
- ✓ Objective
- ✓ Measurable



# Highlighting significant **contributions**

Significant and **symbolic recognition** for significant achievements

- ✓ Objective
- ✓ Measurable
- ✓ Milestones
- ✓ Results-based Outcomes



Name the Desired Outcome and Identify the Associated ABCs

attitudes, behaviours contributions that...

...create a **safe** environment

...foster health and **wellness**

...lead to the achievement of the **mission**



Take care to avoid unintentional...

Safety incident non-reporting  
Compromising protected health information





# Why Recognize Behaviors Driving Safety Performance?

Well-designed safety recognition programs provide a significant ROI and impact on CULTURE

One organization highlighted in OS&H magazine highlighted the following results with their newly introduced safety program

- 25% Reduction in safety-related claims associated with property damage, vehicular accidents and injuries
- 50% Reduction in the total incident rate
- 25% Decrease in insurance charge-backs



*\*Occupational Health & Safety Magazine, June 2018*





# Why Recognize & Reward Healthy Behaviors?

## Incentives Drive Participation

In a recent study of 800 companies, **75%** of companies that implement a wellness program use some sort of **reward** to do it.

According to another study,  
groups using

### discounts

on healthcare spent about \$450  
per employee  
per year with an average  
participation rate of  
**50%**

In contrast,  
companies that provided  
**instantaneous  
rewards**

spent an average of  
**\$210 per employee**  
per year with an average  
participation rate of  
**70%**



# Putting it all together

Nonmonetary recognition  
for attitudes

Points-based recognition  
for behaviours

Symbolic recognition  
for contributions



## Poll

What percentage of your workforce are non-desk employees?

- >15%
- 15-30%
- 30-50%
- >50%

# Tools for Non-Desk Workers

## Communication Channels

- Verbal
- Print
- Digital Display
- Smartphone apps



Frequency

← contributions

behaviours

attitudes



# Symbolic Recognition for CONTRIBUTIONS

Recognize teams or individuals for major **milestones** or long-term **achievements**

Significant, objective & measurable achievements

Exclusive, tangible, symbolic awards





## Recognizing Safety Contributions

Examples of safety **contributions/milestones**

- Facilities that go one calendar year with no recordable injuries or lost time related injuries
- Drivers that reach a milestone of number of miles driven with no accidents







## Recognizing Wellness Contributions

Examples of wellness **contributions/milestones**

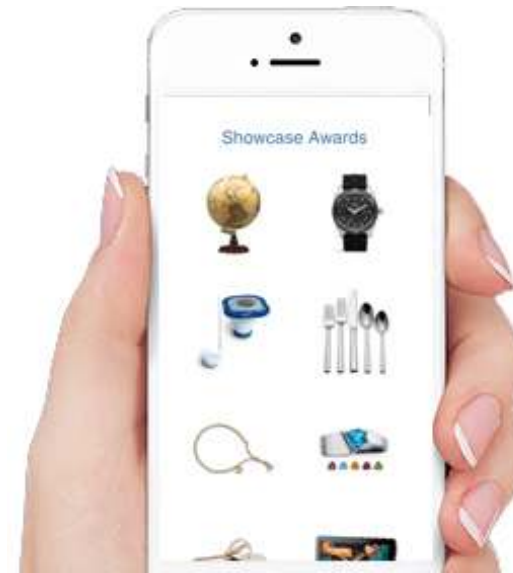
- Serving a term on the wellness committee
- Leading a wellness initiative
- Achieving an organizational wellness milestone (i.e. best & brightest in wellness)

# Points-based Recognition for BEHAVIOURS

Recognition for successful **goal completions**

Recognize individuals with award points upon completion of a safety-related activities or wellness challenge participation.

Redeem points for merchandise/lifestyle awards.



You've earned  
450 points!





## Recognizing Safety Behaviours

Examples of safe **behaviours**

- Safety certification and training completion
- Attendance at safety meetings
- Participation in your organization's safety observation program in which unsafe conditions are reported and fixed
- Near-miss reporting

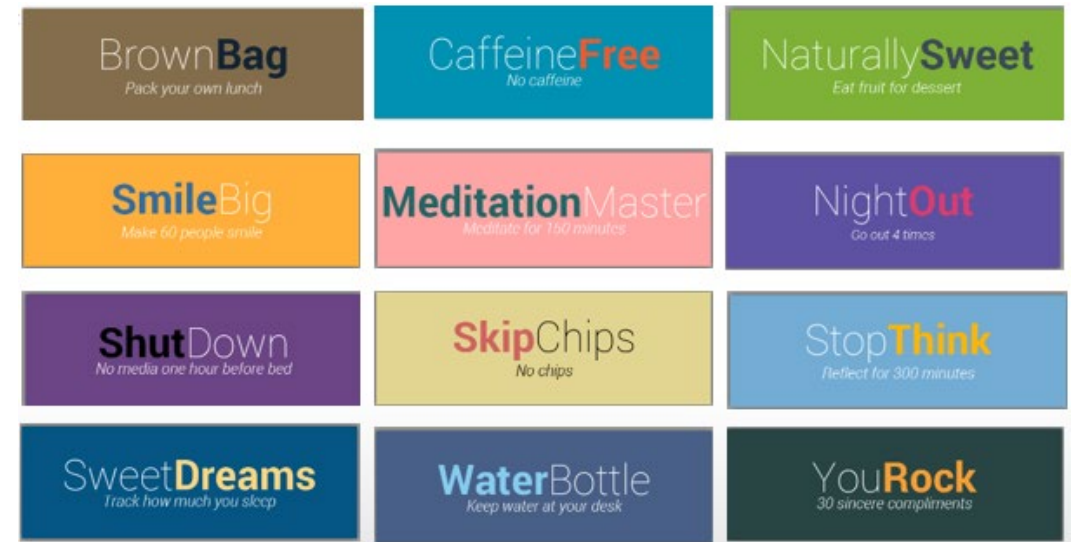




## Recognizing Wellness Behaviours

### Examples of healthy behaviours

- Take a baseline Health Risk Assessment
- Participation in individual wellness challenges
- Participation in company wellness challenges



## Non-Monetary or Nominal Value Recognition for ATTITUDES

Create visibility and awareness for safety and wellness through non-monetary praise and recognition.

- Peer-to-peer recognition
- On-the-spot recognition from supervisors





## Recognizing Positive Attitudes

*Recognition for positive attitudes can be somewhat subjective in nature; it lays the groundwork for building a culture of recognition and engagement*

A culture of praise and recognition creates an environment that fosters wellness and safety

A screenshot of a social media post from a fitness challenge. The post features a banner at the top that reads "MOST IMPROVED FROM WEEK ONE" and "25 POINTS AWARDED TO THE TOP 5 MOST IMPROVED \*MUST HAVE MINIMUM OF 25,000 STEPS IN WEEK ONE". Below the banner, the post text says "You have registered for Arizona Walking Challenge Monday, October 1, 2018 to Sunday, November 11, 2018". The post is from a user named "Kris Fortman and Jim Apol" and includes a photo of a person. The post content reads: "big thank you to Kris and Jim for taking care of one of my accounts I had just won over before leaving f ny honeymoon. A big issue occurred while I was gone and Jim drove down to help diffuse it. Kris acted ast and resolved the issue before it escalated. Thank you for taking care of this guys!". Below the text is a graphic that says "you are Amazing" in a stylized font. The post has 5 applauses and a certificate icon.



# Create a Framework

Define the ABCs for Recognition

Develop the Process

Educate Staff and Managers

Deliver of Recognition Consistently

Measure, Report and Refine

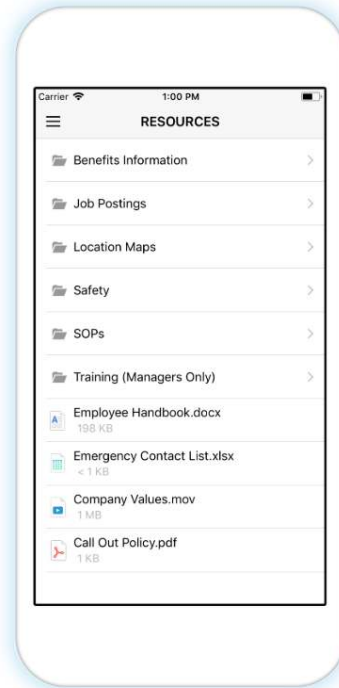


# Use Technology to Support Your Framework

Rewards & Recognition Software



Communication Tools for Non-desk Staff



Points Rewards



Fitness Tracker Integration





# Let's Review

Recognition is the best way to reinforce the **attitudes, behaviours** and **contributions** (ABCs) that make your organization go.

- Use **Non-monetary** recognition to reinforce positive attitudes
- Use **Points-based** recognition to encourage healthy & safe behaviours
- Use **Symbolic awards** to highlight milestones and significant contributions
- Build a **Framework** for a sustainable process
- Use **Technology** to support your framework



# Questions



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# Request a demo

Looking for a one-on-one Demo of Terryberry's 360 Recognition Program?

**Send us a chat now or visit**  
[www.terryberry.com/demo](http://www.terryberry.com/demo)



## Free Resources



- Recognition tips and ideas
- Interactive tools
- Surveys
- Books
- And much more!

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