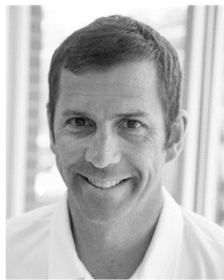


# Communication, Rewards, and Recognition for Non-Desk Employees



**Mike Byam,**  
Terryberry  
Managing Partner  
[m.byam@terryberry.com](mailto:m.byam@terryberry.com)



**Jonathan Erwin**  
CEO  
Red e App  
[jonathan@redeapp.com](mailto:jonathan@redeapp.com)



# OBJECTIVES

Understand the **Great Communication Divide**: staff with email and staff without

Learn how **Hard Rock Hotel/Casino & Trilogy Health Services** communicate with non-desk staff

Learn how to tailor **Employee Recognition programs** to non-desk workers

Learn about **Red e App** and **360 Recognition** integration and how it works



**CHAT IN**

## **Have a question?**

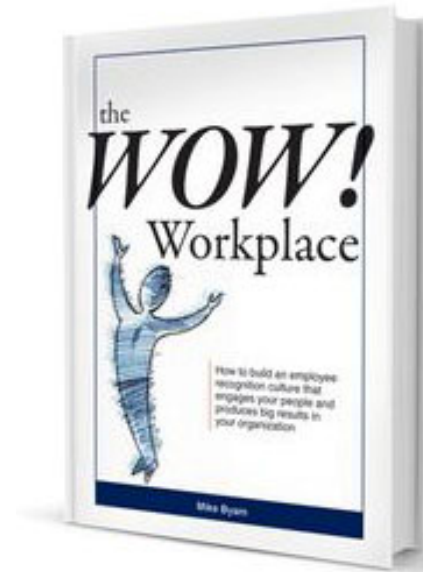
Chat in and receive feedback immediately



**red**eapp

# **WOW** us and **Win!**

*If we address your question live, you'll receive a complimentary copy of "The WOW! Workplace" by Mike Byam.*



***Get involved and be recognized!***

Q & A will take place at the end of the webcast, but you can submit questions any time using your tool tray on the right side of your screen.



Terryberry

Why Red e App and 360 Recognition?



# POLL

What tools have you found most successful at communicating your messages to non-desk employees?

- a) word of mouth
- b) posters/ kiosks/ closed circuit TV
- c) postal mail or payroll inserts
- d) social media
- e) sms or personal phone calls



# POLL

What percentage of your workforce **does not** have a company email?

- a) <10%
- b) 10-25%
- c) 26-50%
- d) 51-75%
- e) >75%





The average corporate email user  
sends and receives  
**120 emails a day**

<http://www.radicati.com/wp/wp-content/uploads/2011/05/Email-Statistics-Report-2011-2015-Executive-Summary.pdf>



Terryberry



# No Email. Now What?



# Connecting Employees & Managers



*Print*



*In person*



*Digital*

It takes **13 impressions** for your message to stick.



Encouraged people achieve the best;  
Dominated people achieve second best;  
**Neglected people achieve the least.**

- Anonymous

Recognition is the #1 Driver of Engagement  
but only if employees receive it



Terryberry

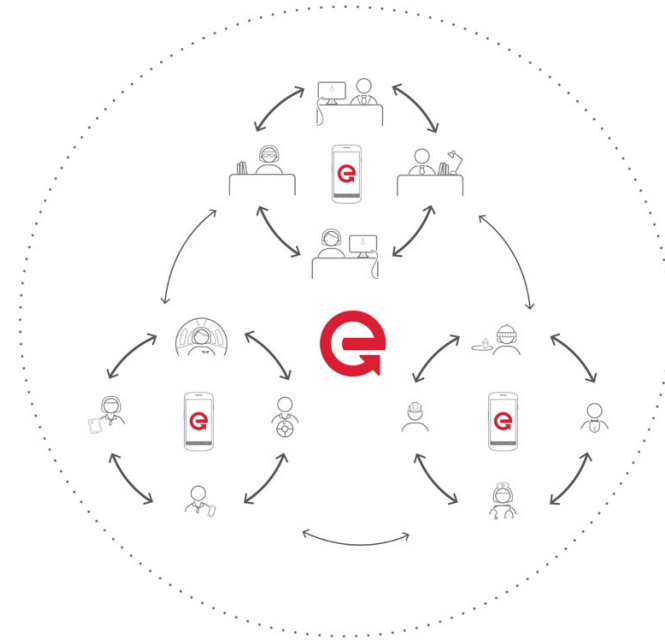
## Communication Challenges

**36%** of leaders do not feel their organization's mission vision and values are clearly communicated to employees.

**67%** of leaders do not think employees understand how their recognition program works or how they can earn recognition



# Change your internal communications from chaos to **connection**



**Chaos:** Social Media, posters, text msg,  
direct mail, personal email

**Connection:** Red e App – single  
communication platform



Terryberry



It's simple, really. They had a few...

# CHALLENGES


Leadership communications relied heavily on word of mouth = **important information got lost in transmission.**



WORD OF MOUTH ►► **15,000 STAFF**



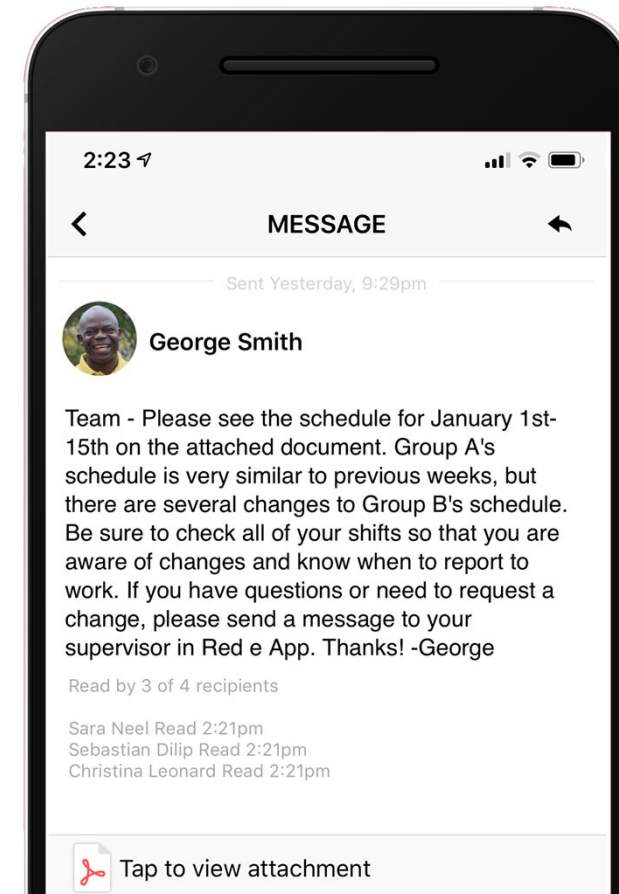
Inefficient, analog communication methods around work schedules and shift coordination = **higher overtime rates, last-minute scrambling to fill shifts, and employee burnout**

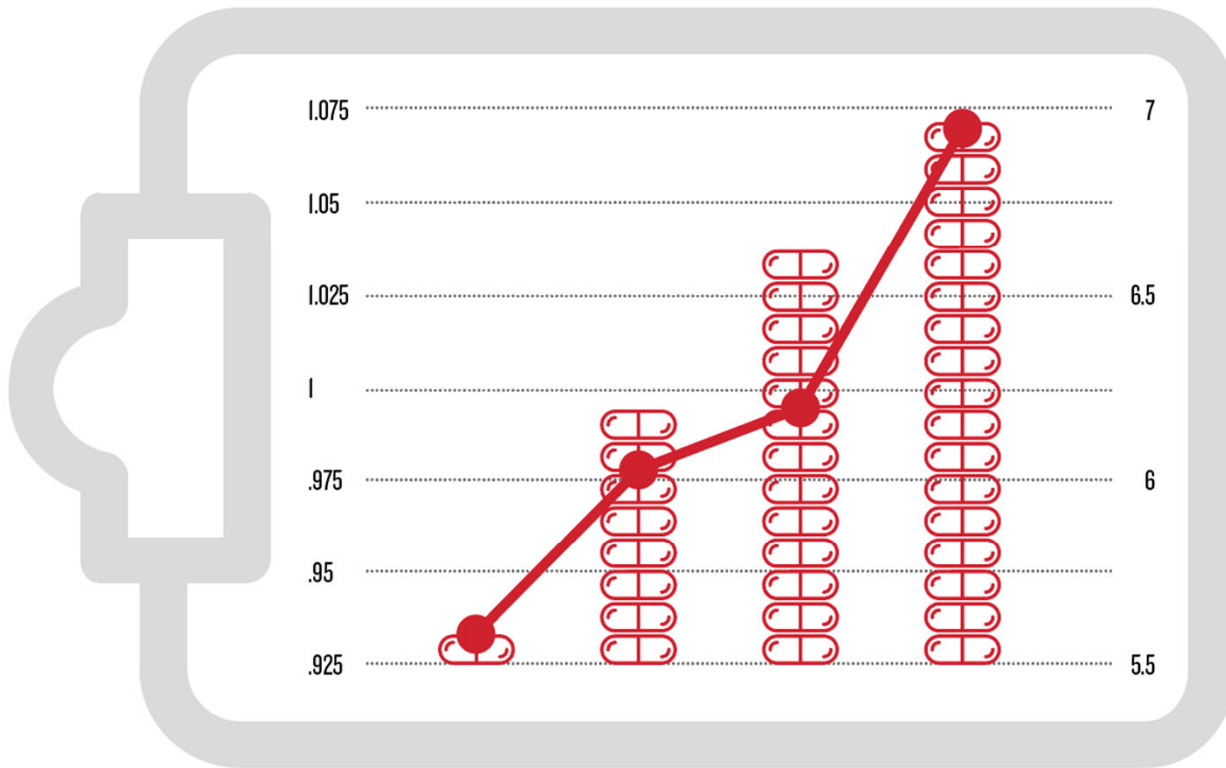




## Manager comms drive employee satisfaction

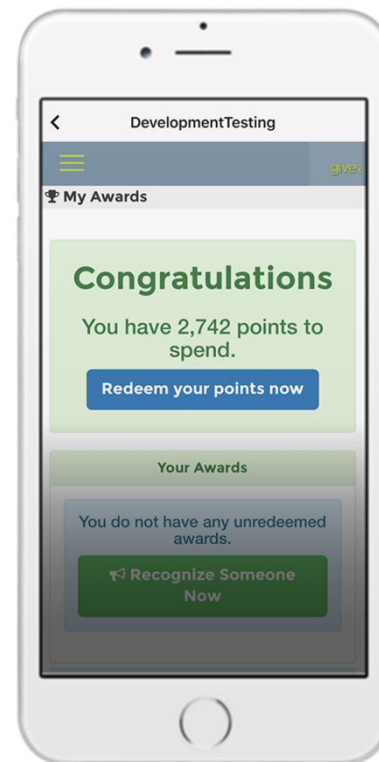
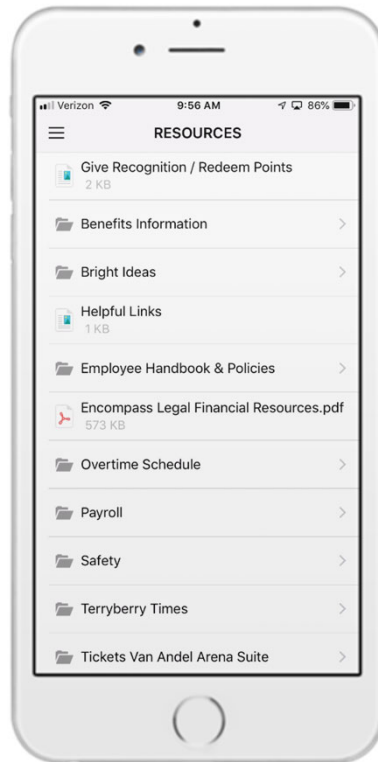
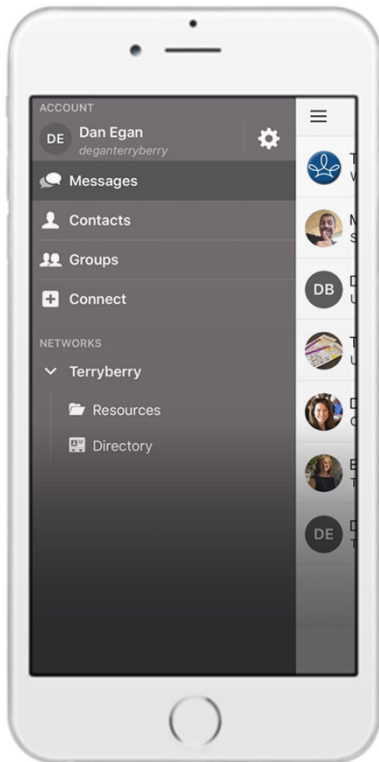
- Empower managers, supervisors, and team leads with **real-time access** to communicate to their teams.
- Create a culture of **accountability** in communication with read receipts.
- **Democratize employee scheduling** and shift coverage; ensure that every employee gets the message at the same time.







# in redEapp



# POLL

What percentage of your employees have a personal smartphone?

- a) <25%
- b) 25-50%
- c) 51-75%
- d) >75%





**Brad Sytsma,**  
Terryberry  
360 Recognition Specialist

## 360 Recognition & Red e App How it works



# TAKAWAYS

Non-desk staff need communication and connection to perform at their best.

With the right tools and a commitment to consistency, organizations can create a connection culture that includes all employees.

Red e App and 360 Recognition may be able to help.



# Questions

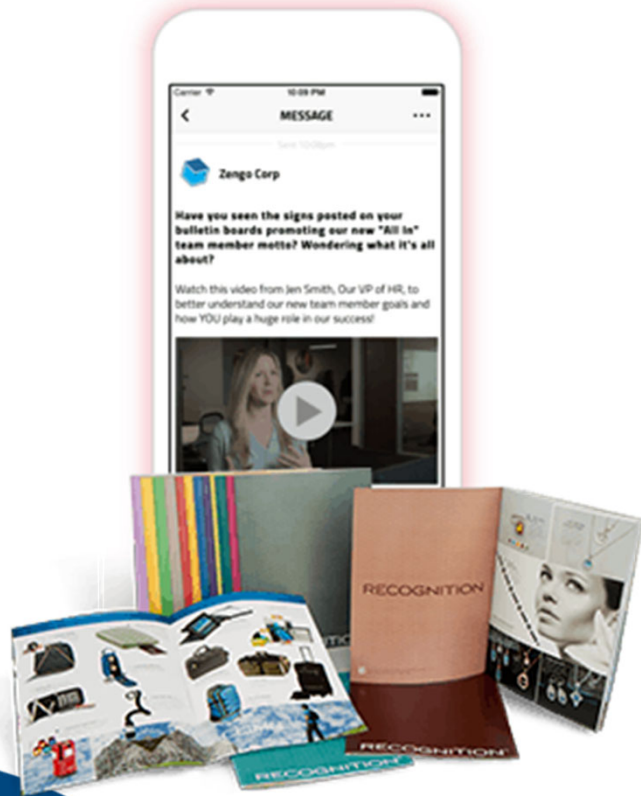


**Mike Byam,**  
Terryberry  
Managing Partner  
[m.byam@terryberry.com](mailto:m.byam@terryberry.com)



**Jonathan Erwin**  
CEO  
Red e App  
[jonathan@redeapp.com](mailto:jonathan@redeapp.com)

## Recognition for Non-Desk Staff



Get a Free Demo  
[www.terryberry.com/demo](http://www.terryberry.com/demo)

  
Terryberry

red**e**app





Recognition University

**Employee Recognition Training**  
for managers, leaders, and etc.

- Onsite Classes
- Speaking Engagements
- Webinars

[terryberry.com/recognition-university](https://terryberry.com/recognition-university)



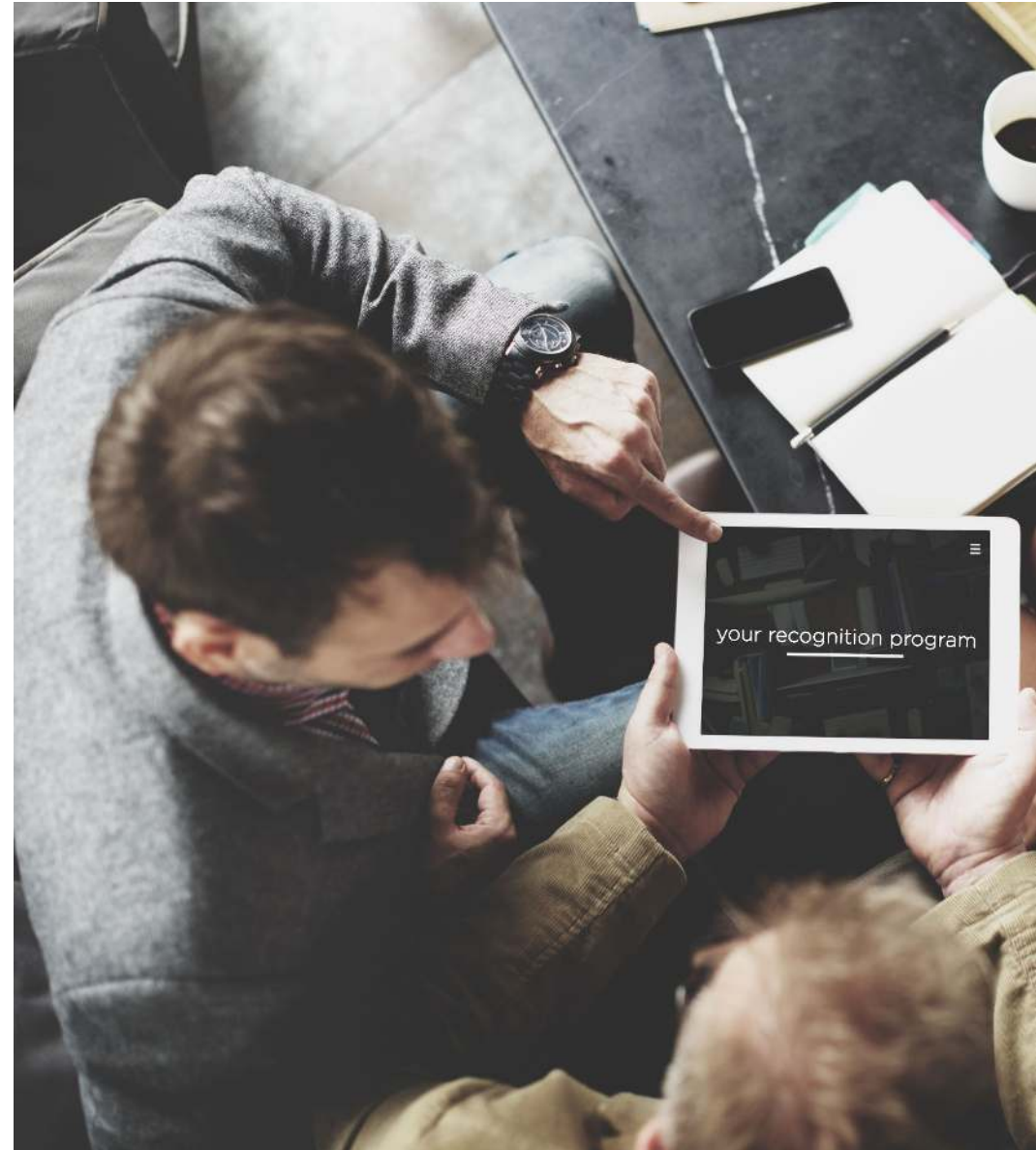
Terryberry

# Free Educational Webinars

Best Practices in Employee Recognition

**REGISTER TODAY**

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





Attending **SHRM19** in Las Vegas?

RVSP for your free gift from Terryberry

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

Booth #924



Terryberry