



honoring**Performance**

Non-Cash Incentives: The Power of Tangible Award Programs





honoring**Performance**



Mike Kelleher

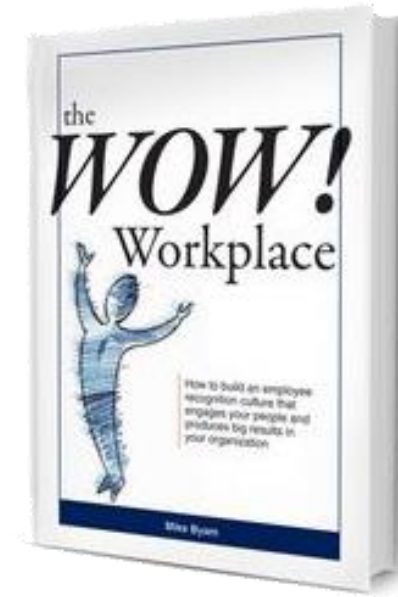
Director, Honoring Performance
Terryberry

CHAT IN

Have a question?

Chat in and receive feedback immediately

WOW! US AND WIN!



If we address your question during today's live broadcast, 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.



AGENDA

- Broad Approach to Recognition and Incentives
- Defining Incentive Programs vs. Recognition Programs
- 4 Keys to Successful Program Implementation
- Technology Platforms and Award Examples



Where do Incentive Programs Fit?



Where do Incentive Programs Fit?



Ideal for:

- Sales Incentives
- Safety Awards
- Wellness Rewards
- Production Achievements



Most Common Types of Performance Recognition Programs

Recognition & Rewards Driven by Specific Performance Metrics

Honor Clubs

Annual Best of the Best



Sales Incentives

Contests (Short Term)



Safety Performance

Training

Safety Task Completion

Milestones



Wellness

Challenge Completion

Step Competition



POLL

Does your organization currently have any of the following incentive programs in place? (Select all that apply)

- ☐ Honor Clubs
- ☐ Safety Programs
- ☐ Sales Incentives
- ☐ Wellness Programs

Recognition vs. Incentives

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



Terryberry's Approach to Incentive & Performance Recognition Programs



1. DESIGN -- Identify performance metrics and thresholds (set a standard). Develop a tiered program structure to motivate all levels to higher performance.



2. COMMUNICATE -- Develop a program theme, website, digital campaign, print, etc. Keep the program visible throughout the campaign.



3. MEASURE -- Implement performance leaderboards that communicate to participants how they are doing.



4. AWARD -- Design a custom award package that represents elite performance.



POLL

Which of the following incentive program implantation stages does your organization have the most challenge with?

- ☐ Design/ Structure of the Program
- ☐ Program Communication
- ☐ Measuring/ Reporting
- ☐ The Award(s)

Honor Clubs

Annual Best of the Best



An Honor Club is a group of individuals who:

- ☐ Exemplifies TOP PERFORMANCE in a calendar or fiscal year
- ☐ Achieve specific performance levels based on goals set by management



Honor Clubs

Annual Best of the Best



Business reasons for developing an Honor Club

- ☐ Clear communication to your team of what elite performance consists of
- ☐ When designed properly the awards are funded by incremental revenue generated by top performers
- ☐ Helps to build a culture where high level performance is recognized



Considerations For Honor Clubs Awards

Annual Best of the Best

Symbolic

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



Examples: *Custom Jewelry | Custom Plaques | Engraved Pens | Medals*

Sales Incentive Programs

Contests (Short Term)



Sales Incentive programs are:

- ☐ Shorter term initiatives (1-6 months)
- ☐ Focused on tactical/targeted sales goals
 - ☐ Reduce inventory
 - ☐ Fast start in a new quarter
 - ☐ New product/service launch



Sales Incentive Programs

Contests (Short Term)



Why Run a Sales Incentive Program

- ❑ Well designed incentive programs have proven to boost individual performance by **22%**
- ❑ IRF Study: “Incentives, Motivation and Workplace Performance: Research & Best Practices”



Safety Performance Programs

Training | Safety Task Completion | Milestones



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

Safety Performance Programs

Training | Safety Task Completion | Milestones



Reward for Completion of Important Safety Activities:

- Safety certification and training completion
- Attendance at safety meetings
- Safety Observation Participation/ Near-miss reporting
- Above & Beyond safety behaviors

Wellness Programs

Challenge Completion | Step Competition



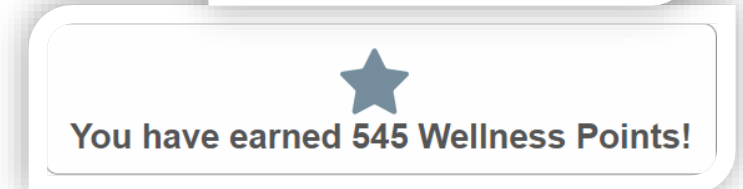
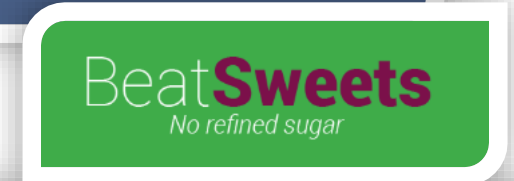
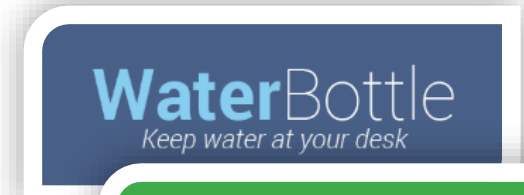
Employee Wellness & Engagement are Reciprocal

85% of companies say wellness programs bolster employee engagement

Virgin Pulse Business of Health Employees Survey Report

Reward healthy behaviors:

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

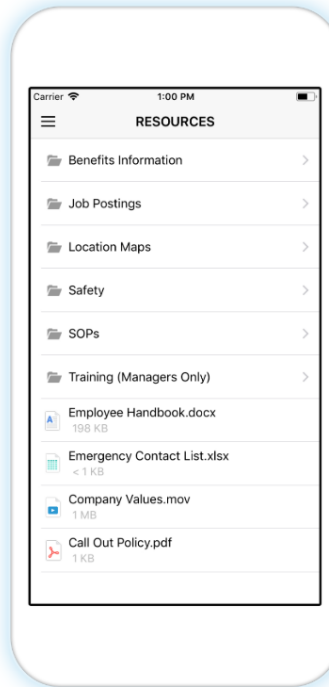


Use Technology to Support Your Framework

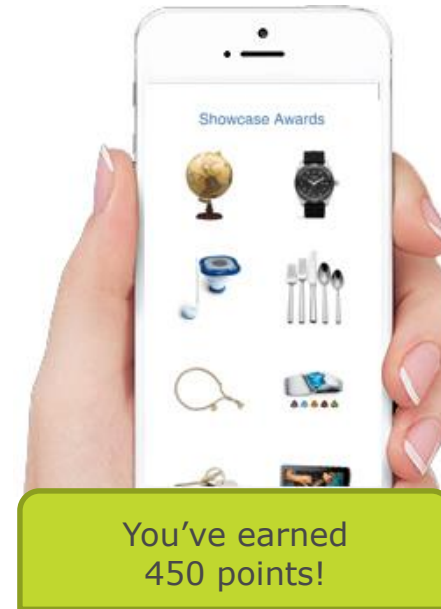
Rewards & Recognition Software



Communication Tools for Non-desk Staff



Points Rewards



Fitness Tracker Integration

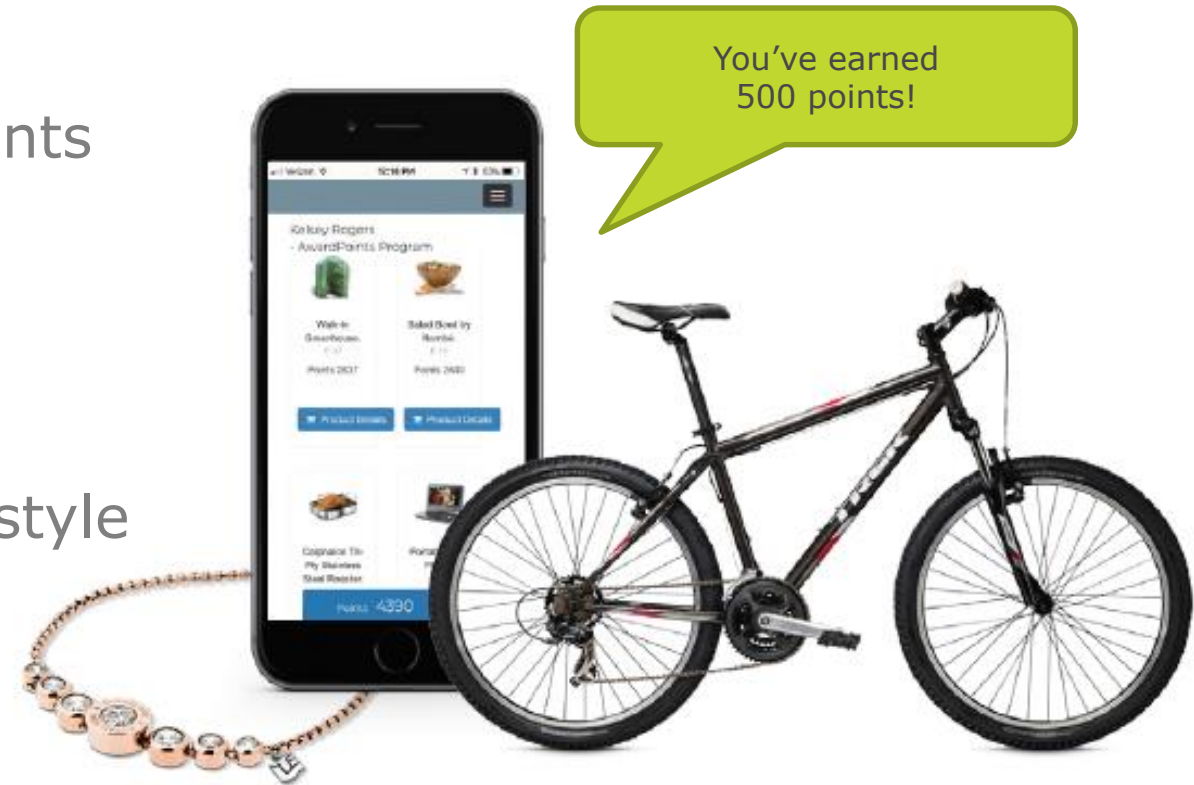


Points-based Recognition for BEHAVIORS

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.



Program Awards - LIFESTYLE



SAMSUNG



BOSE



TUMI

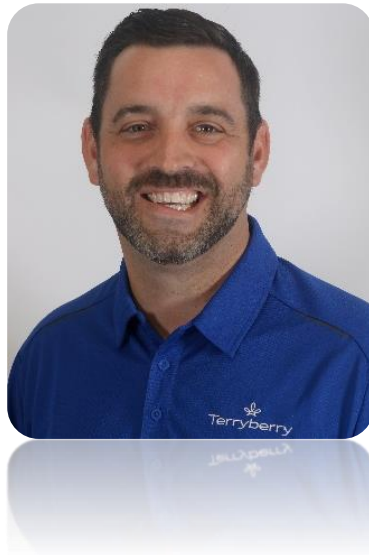


What did we learn?

- A comprehensive recognition strategy considers the balance between effective compensation, recognition and incentive programs
- Consider your strategy for Communication and Measurement when launching a new program
- Incentive programs are based on **OBJECTIVE PERFORMANCE METRICS**
- Put the appropriate **AWARDS** in place depending on the type of program and your audience

QUESTIONS

honoring Performance



Mike Kelleher

Director, Honoring Performance,
Terryberry

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

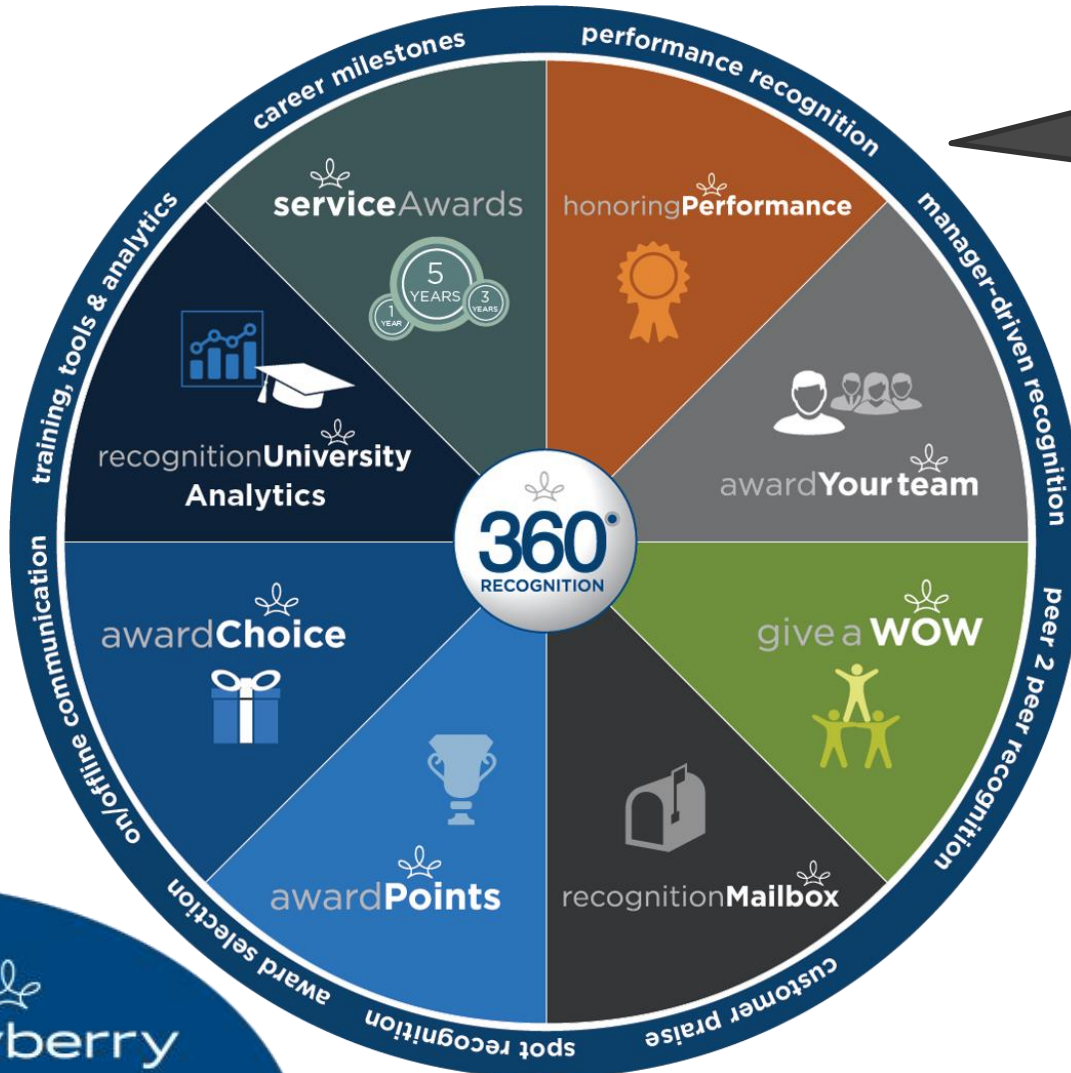


HRCI ORG-PROGRAM:
399080

SHRM Activity ID:
19-MCNEJ

honoringPerformance

REQUEST A DEMO



Honoring Performance
Recognizing and Rewarding Top Performers

Learn how to get started at
www.terryberry.com/honoring-performance

Educational Webcasts



Best Practices in Employee Recognition

REGISTER TODAY

www.terryberry.com/webinars



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

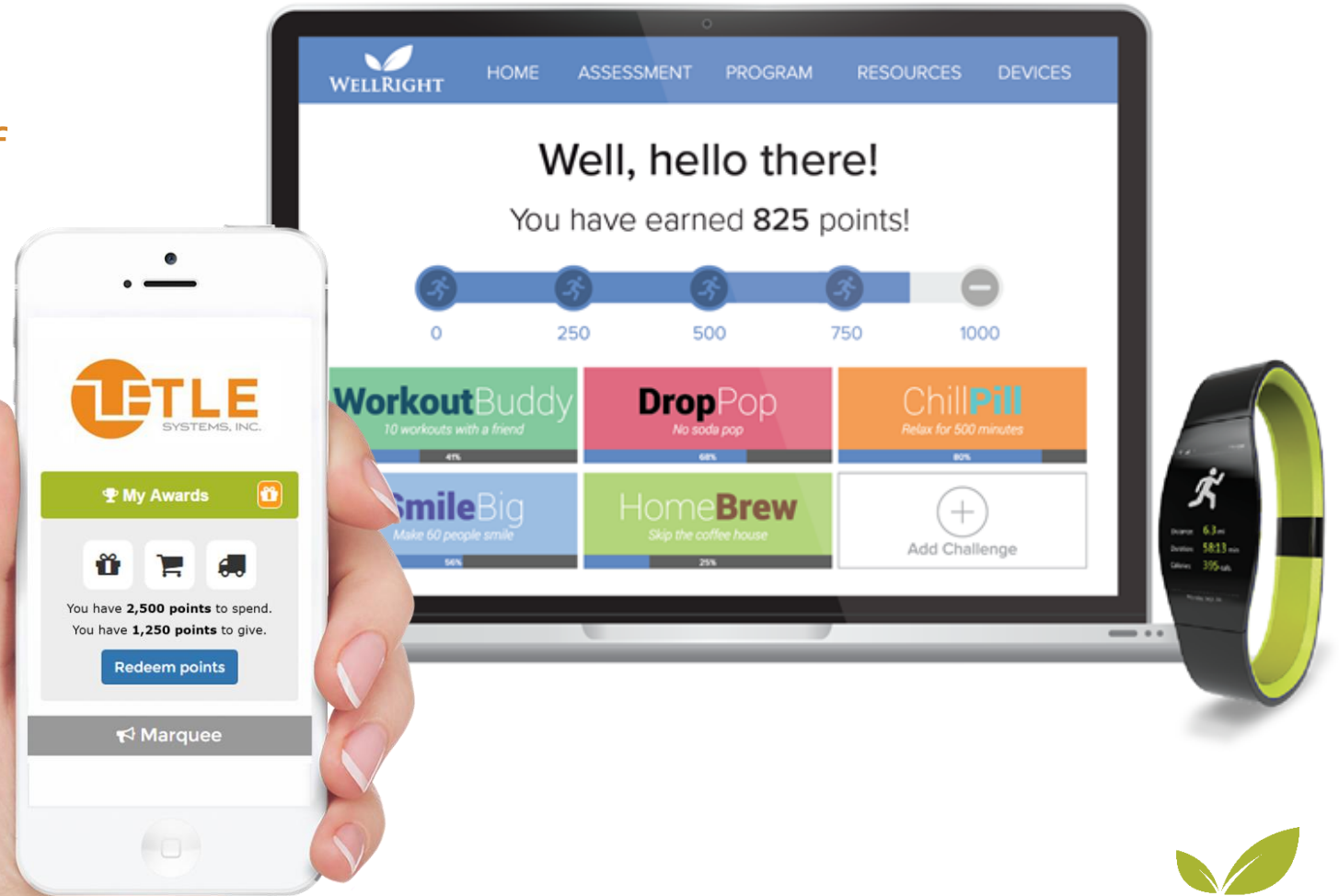




REQUEST A DEMO

Looking for a one-on-one demo of Terryberry's wellness program?

Send us a chat now or visit www.terryberry.com/wellness



Powered by: **WELLRIGHT**



Recognition University



Employee Recognition Training for managers, leaders and more!

- Onsite Classes
- Speaking Engagements
- Webinars

Learn more www.terryberry.com/recognition-university



Terryberry

REQUEST A DEMO

Terryberry's 360 Recognition Platform for all things recognition



www.terryberry.com/demo

FREE RESOURCES



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

www.terryberry.com/resources

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



HRCI ORG-PROGRAM:
399080

SHRM Activity ID:
19-MCNEJ

See you at HR Tech!



RSVP for your free gift
www.terryberry.com/hrtech

Booth #2148