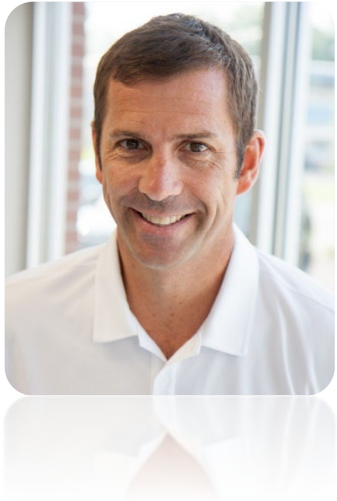
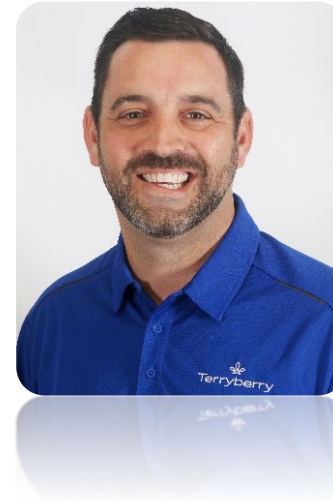


# Build a Culture of Safety, Wellness & Engagement Using Employee Rewards and Recognition



**Mike Byam**

Author of *The WOW! Workplace*  
CEO, Terryberry



**Mike Kelleher**

Director, Honoring Performance  
Division, Terryberry



Recognition is the best way to reinforce the  
**attitudes, actions** and **achievements**  
that make your organization go.



# Our Focus Today:



Workplace Safety



Employee Wellness



## Poll

What is your biggest challenge with your **safety awards program**?

- ☐ Communication
- ☐ Effective Incentives/Rewards
- ☐ Leadership Support
- ☐ Administration
- ☐ No Safety Program

## Poll

What is your biggest challenge with your **employee wellness program**?

- ☐ Communication
- ☐ Effective Incentives/Rewards
- ☐ Leadership Support
- ☐ Administration
- ☐ No Wellness Program

## 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

A woman with glasses and a dark sleeveless top stands in front of a large whiteboard, gesturing with her left hand. She is holding a small object in her right hand. The whiteboard is mounted on a brick wall. In the foreground, the backs of several audience members' heads are visible. The whiteboard contains handwritten text in cursive script.

*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*

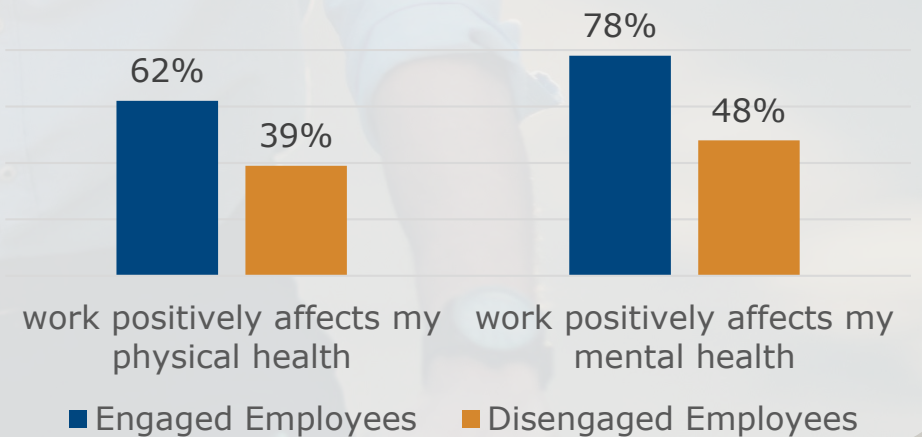
## Employee Wellness & Engagement are Reciprocal

**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*



# Why Recognize Actions that Drive 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*



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# Why Recognize & Reward Healthy Actions?

## 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%**

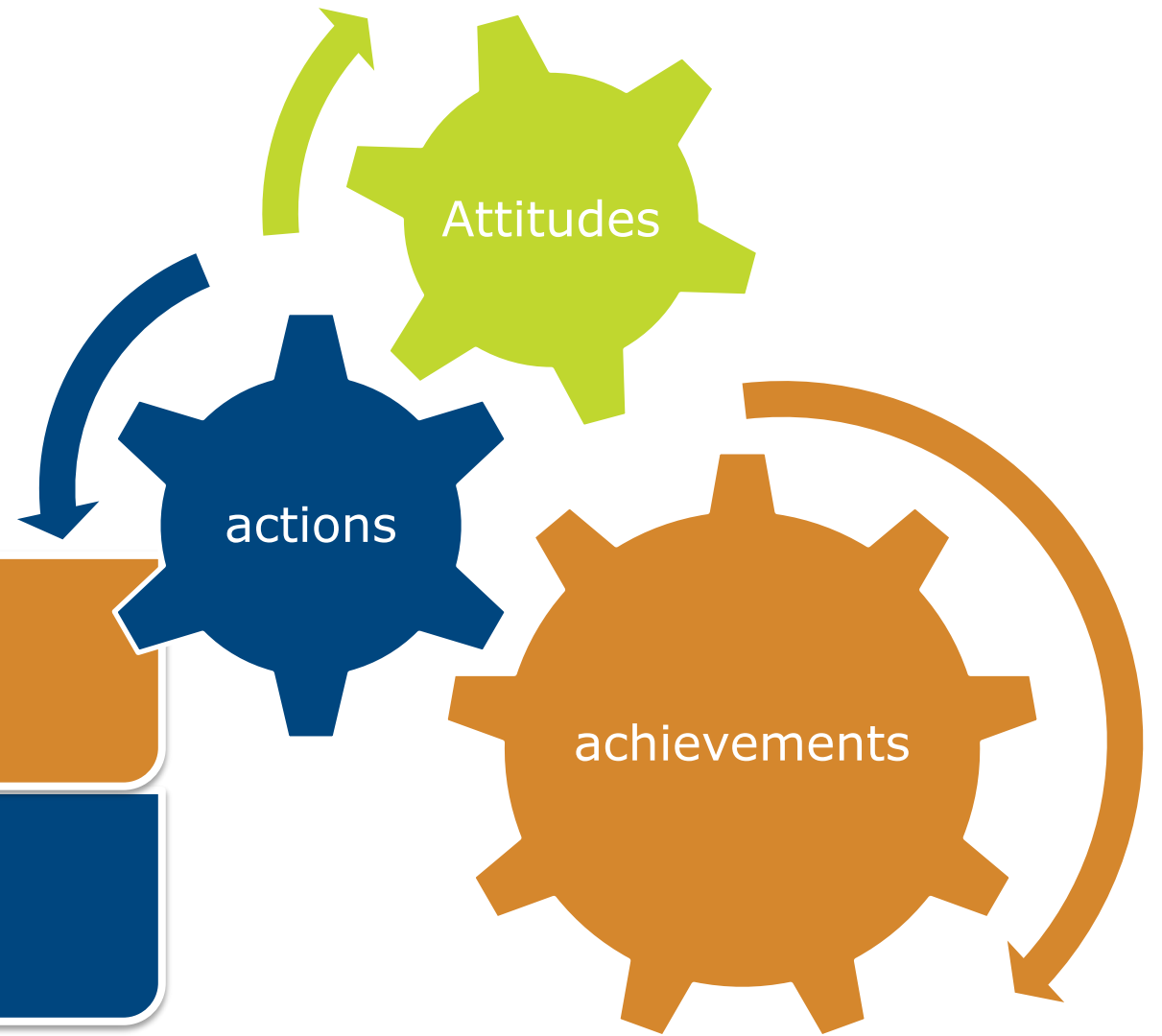




Workplace Safety



Employee Wellness



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# Building Blocks and Frequency



## Poll

What types of awards/incentives are currently used in your **safety program**?

- ☐ Merch
- ☐ Cash
- ☐ Corporate branded/symbolic
- ☐ Mix
- ☐ None

## Poll

What types of awards/incentives are currently used in your **wellness program**?

- ☐ Merch
- ☐ Cash
- ☐ Corporate branded/symbolic
- ☐ Mix
- ☐ None

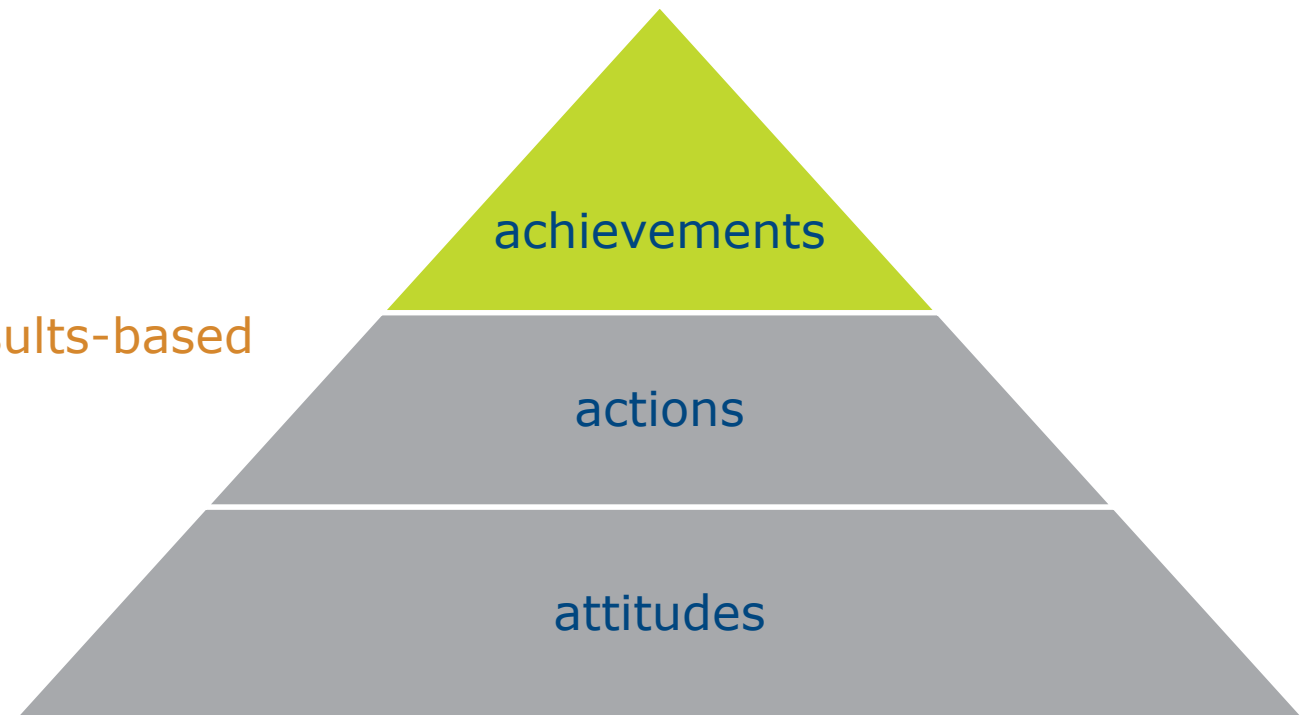


# Highlighting significant **ACHIEVEMENTS**

Achievements that work well for recognition programs are...

- ✓ Objective & Measurable
- ✓ Challenging to Attain
- ✓ Significant Milestones or Results-based

Outcomes



# Symbolic Recognition for ACHIEVEMENTS

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

Significant, objective & measurable achievements

Exclusive, tangible, symbolic awards





## Recognizing Safety Achievements

Examples of safety **achievements/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

**AVOID** inadvertently incentivizing  
employees to hide incidents





## Recognizing Wellness Achievements

Examples of wellness **achievements/milestones**

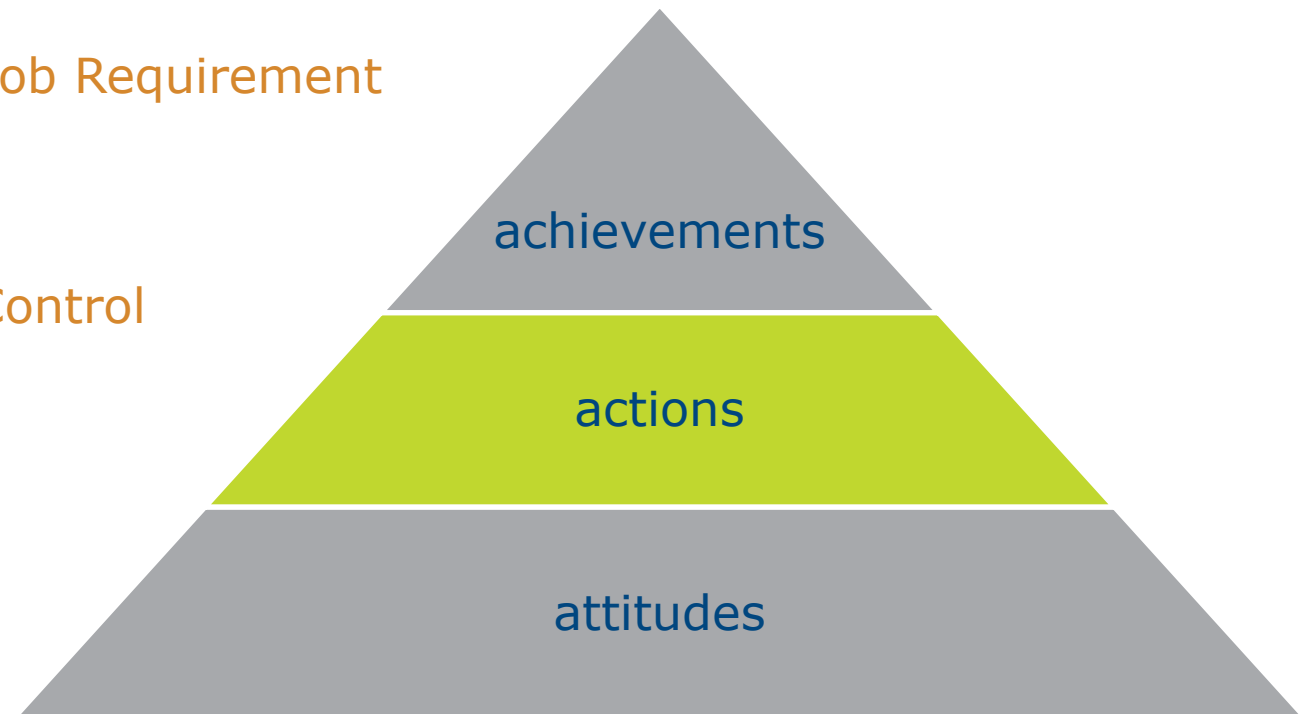
- Serving a term on the wellness committee
- Leading a wellness initiative
- Achieving an organizational wellness milestone (i.e. best & brightest in wellness)

**AVOID** compromising protected health  
information

# Encouraging desired **ACTIONS**

Identify Actions that are...

- ✓ Above and Beyond the Job Requirement
- ✓ Pre-Defined & Specific
- ✓ Within the Individual's Control
- ✓ Objective & Measurable

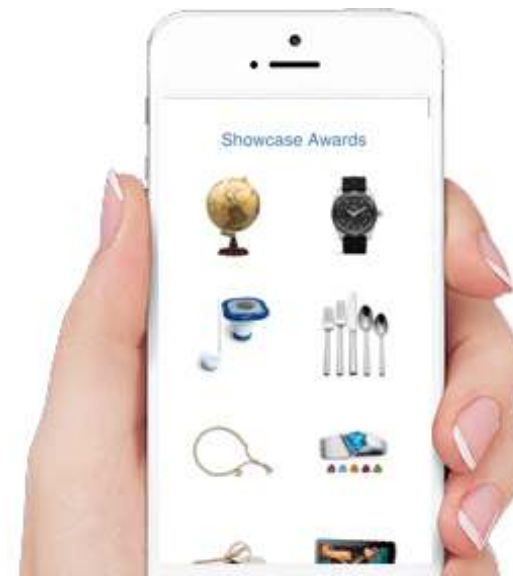


## Points-based Recognition for ACTIONS

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 Actions

Examples of safe **actions**

- ✓ 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 Actions

### Examples of healthy actions

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

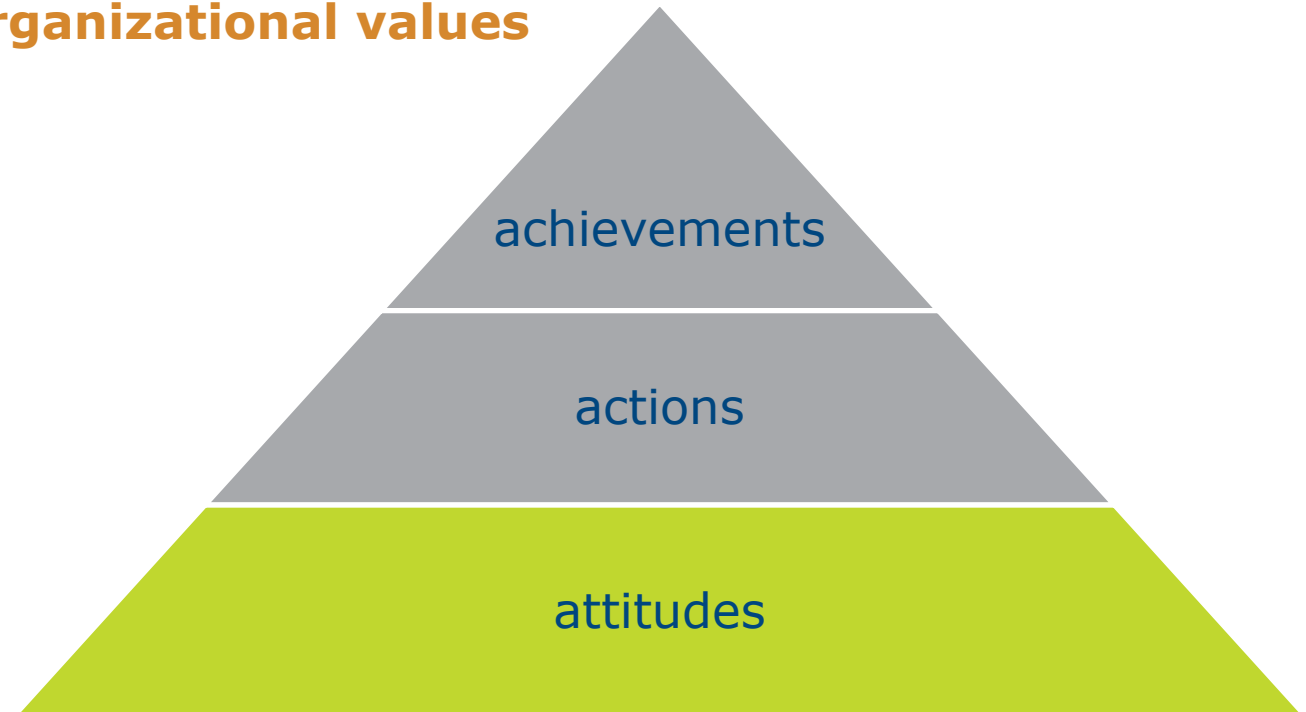




# What **ATTITUDES** does your organization encourage?

Attitudes that are positively reinforced will lay the groundwork for your company culture.

- ✓ Highlight attitudes that **align with organizational values**
- ✓ Show appreciation **in the moment**
- ✓ Create an **inclusive** environment



## 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

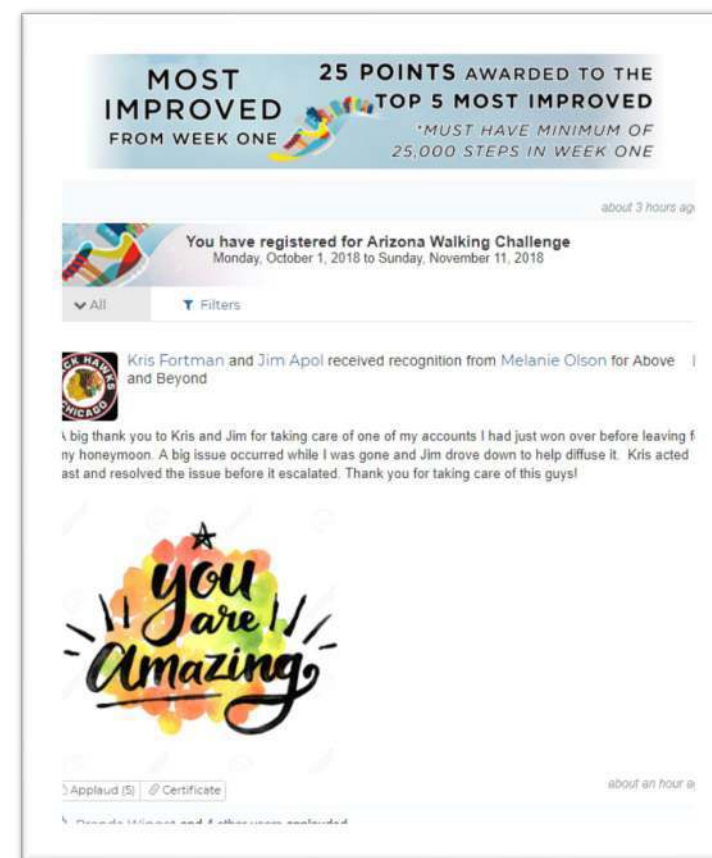




## Recognizing Positive Attitudes

*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



# Putting it all together



**Nonmonetary** recognition  
for attitudes



**Points-based** recognition  
for actions



**Symbolic** recognition  
for achievements



# Create a Framework

Define Attitudes, Actions and Achievements for Recognition

Develop the Process

Educate Staff and Managers

Deliver Recognition Consistently

Measure, Report and Refine

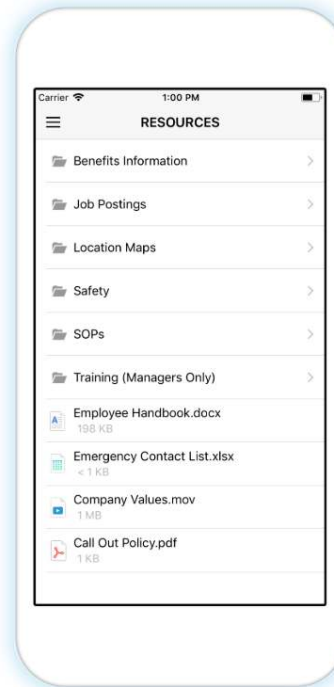


# Use Technology to Support Your Framework

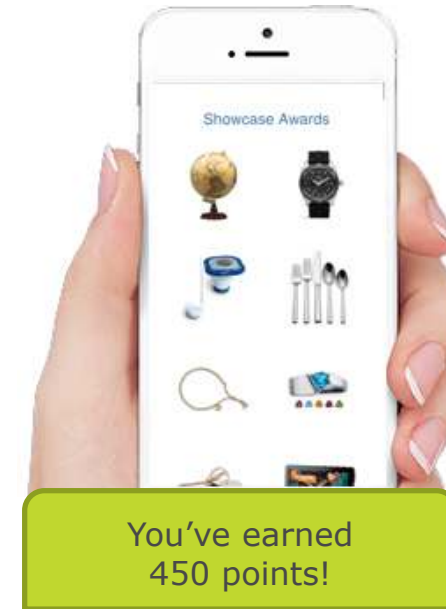
## Rewards & Recognition Software



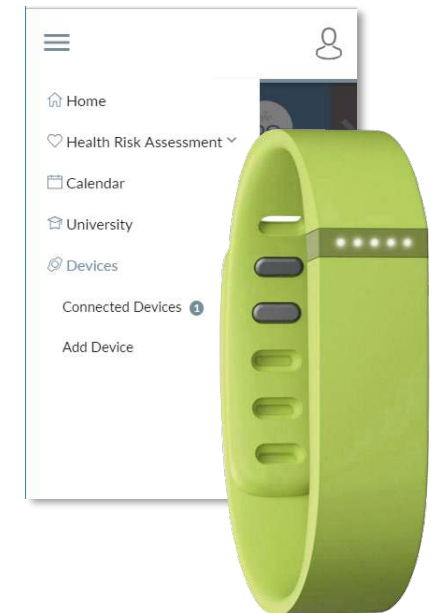
## Communication Tools for Non-desk Staff



## Points Rewards



## Fitness Tracker Integration



# Tools for Non-Desk Workers

## Communication Channels

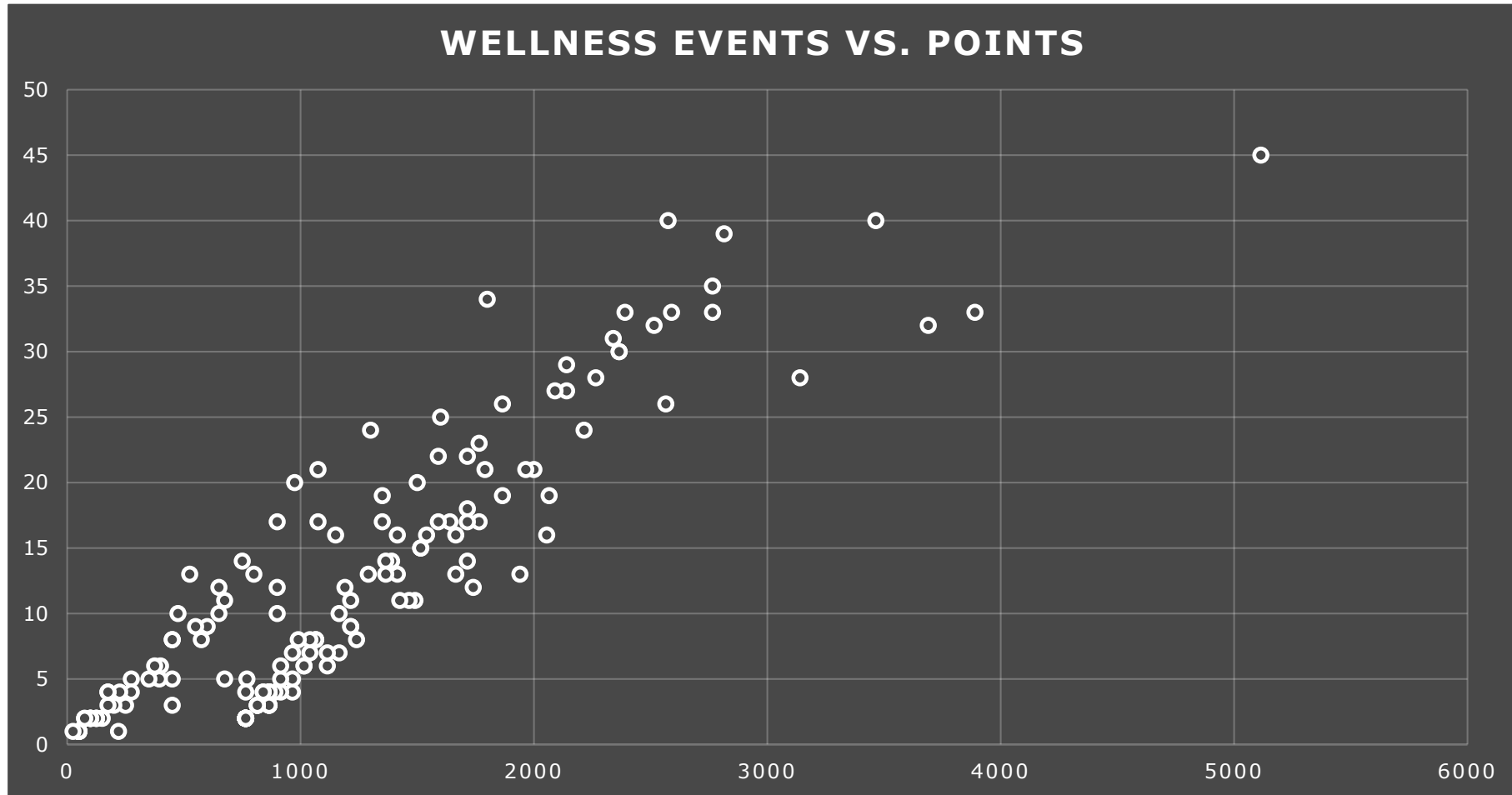
- Verbal
- Print
- Digital Display
- Smartphone apps
  - Red e App







# Case Study: F2018 Participation



Points Awarded for successful completion  
– 7 Wellness events average



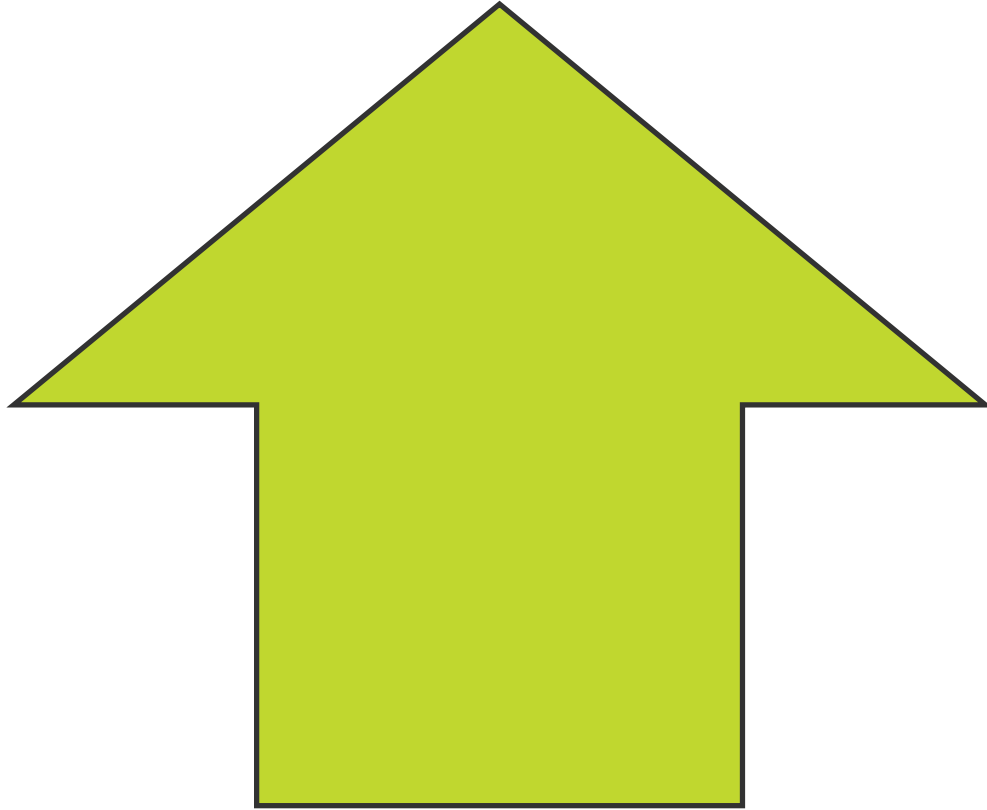
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wellness

# Participation

Image: Leonardo Patrizi

# F2019 Participation

Connected to Recognition



83%

Average Annual Participation = 12.8



# Let's Review

Recognition is the best way to reinforce the **attitudes**, **actions** and **achievements** that make your organization go.



Use **Non-monetary** recognition to reinforce positive attitudes



Use **Points-based** recognition to encourage healthy & safe actions



Use **Symbolic awards** to highlight milestones and significant achievements



Build a **Framework** for a sustainable process



Use **Technology** to support your framework

## Questions



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## Learn about Terryberry's Solutions

[www.Terryberry.com](http://www.Terryberry.com)

[www.Terryberry.com/safety](http://www.Terryberry.com/safety)

[www.Terryberry.com/wellness](http://www.Terryberry.com/wellness)

