



Driving Peak Performance with Non-Cash Recognition and Symbolic Incentives

November 29, 2023

The Employee Experience is Everything!



terryberry
Engage · Reward · Succeed

Agenda

What's so Symbolic about Symbols?

Quick Data Review

Awards, Packaging and the Presentation

Leverage Technology

Symbolism

Symbols are powerful because they are the visible signs of invisible realities





1M subscribers
doesn't become
real until the
custom award is
delivered!

Data

Incentive Research Foundation (IRF)

Budgets for non-cash incentives continue to rise.

Due to inflation, the impact of a symbolic award is more meaningful.

Data

North American Average Spend Per Person (Non-Cash Awards)

2022 - \$1,060

2020 - \$764

Data

Top Performing Companies

70% structure open-ended incentive programs

Prioritize the ease of program administration

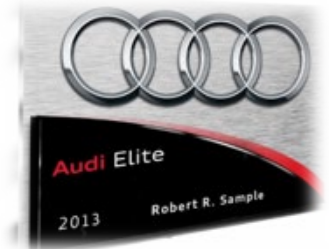
Award Best Practice: Each Award Should Tell a Unique Story



Presentation Best Practice.....



A collage of various luxury gifts. It includes an EssilorLuxottica watch box with a chronograph watch, a Taylor Winstanley pen box with two pens, a small gold watch box, a certificate of achievement for Jared Evans from U-TLE, and an Audi Elite membership card for Robert R. Sample. A black chronograph watch is also shown separately.



What's Next?

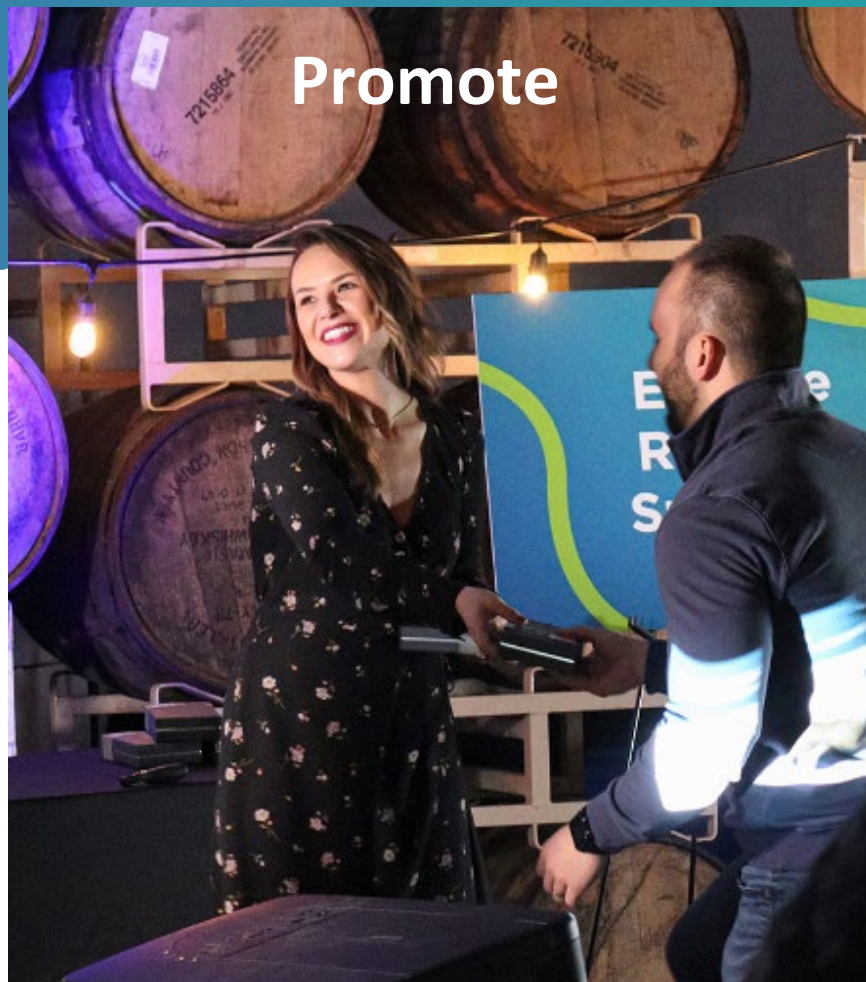
Evaluate



Design



Promote



Terryberry Engagement Platform

One Platform, So Many Solutions



Engaged

Be recognized, be well, and be connected wherever you work.

RECOGNITION

WELLNESS

COMMUNICATIONS



Reward

Be rewarded with merchandise, experiences, and custom awards.

REWARD PLATFORM

CUSTOM AWARDS

SWAG



Succeed

Be successful with surveys and analytics that track real impact

SURVEYS

360 FEEDBACK

ANALYTICS