

The Empowerment Equation: Trust + Tools + Tangible Recognition

Terryberry Product Spotlight Webinar

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Engage • Reward • Succeed



Presenter

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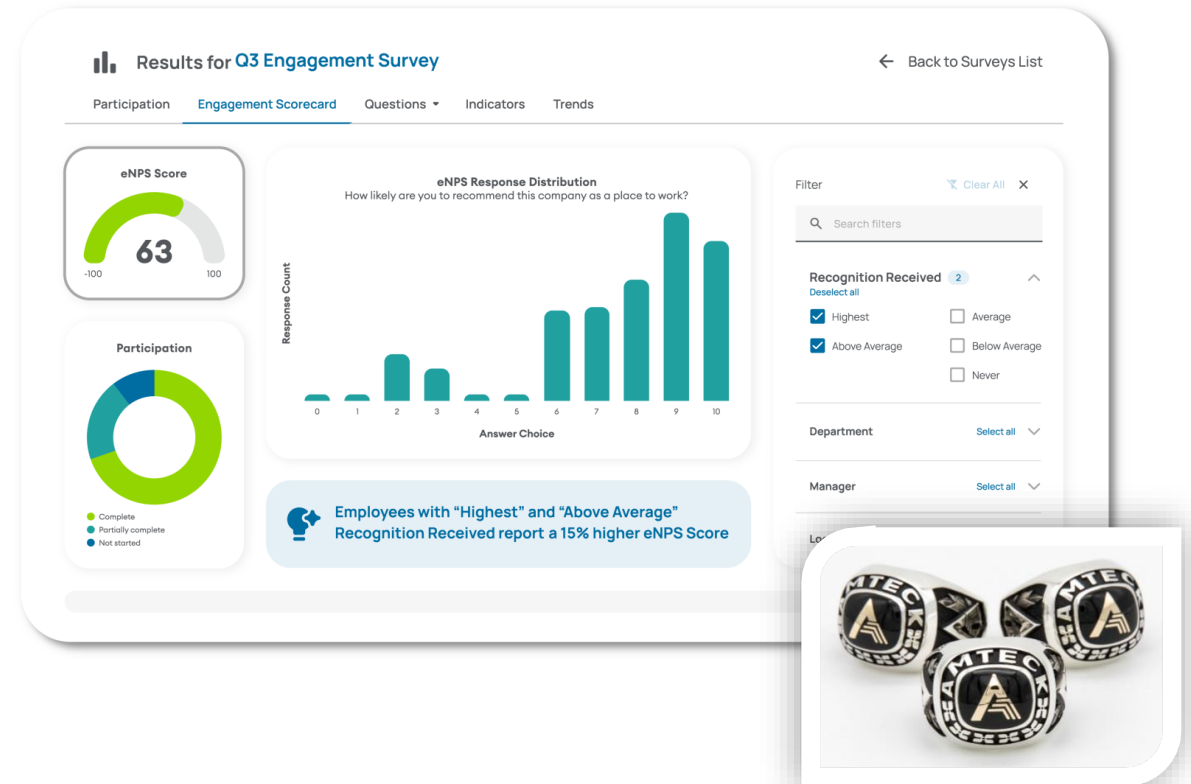
Empowering People & Organizations to Thrive

- **100+ years** helping organizations recognize and engage their people
- **Engagement solutions** that work, with the data to prove it:
 - Recognition & Rewards
 - Surveys & Insights
 - Physical & Mental Well-being
- **Trusted by 40,000+ organizations** with millions of employees across industries



Product Spotlight: Key Features

- 1. 100-year-strong Custom Awards Lab**
collaborative design process creating unique awards rooted in your culture
- 2. New Engagement Analytics**
identify strengths and opportunities for your data-driven engagement strategy
- 3. New Belonging Drill Down**
surveys built on validated research scales, with segmentation capabilities



What is Empowerment?

A pillar of Terryberry's employee engagement model



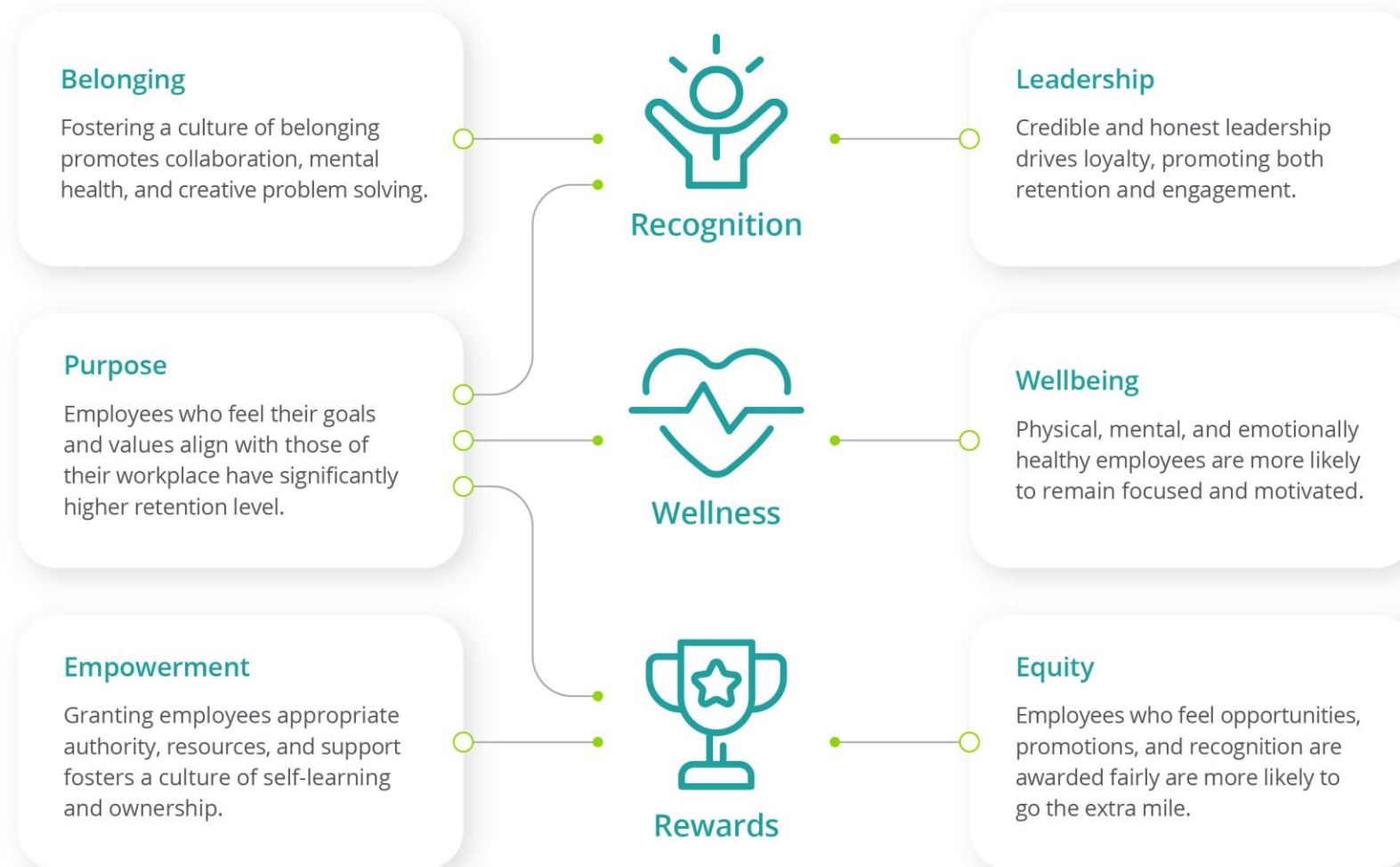
Empowerment refers to employee perceptions of **control, autonomy, and participation** in decision-making.

Empowerment gives employees the **authority, resources, and support** they need to make decisions.

This fosters a culture of **self-learning and ownership**, reducing micromanagement and preparing future leadership.

Conversely, **decreased empowerment**, such as through micromanagement or overly rigid hierarchical structures, can lead to **disengagement, reduced job performance, and higher turnover rates**.

Terryberry's Employee Engagement Model



Kanter's Empowerment Model

a.k.a. the Structural Empowerment Theory



Structural empowerment

Access to resources, information, support, and development opportunities



Psychological empowerment

Feelings of competence, self-determination, meaningfulness, and impact



Performance outcomes

- higher job satisfaction and reduced turnover
- increased effort and task performance
- enhanced morale and psychological well-being



1st Poll

The Empowerment Equation, *Trust*: The Psychology of Empowerment

Think about the most meaningful recognition you've personally received in your career.
What made it special?

1. It was created specifically for my achievement
2. It came with a memorable ceremony or presentation
3. It's something I still display or keep today
4. It was recognized publicly by leadership I respect
5. It opened doors to new opportunities
6. I've never received recognition that felt truly meaningful

1st Product Demo: Custom Awards as Culture Infrastructure



- Milestone recognition builds empowerment over time
- President's clubs and leadership awards emphasize trust
- Personalization demonstrates organizational investment in individual achievement

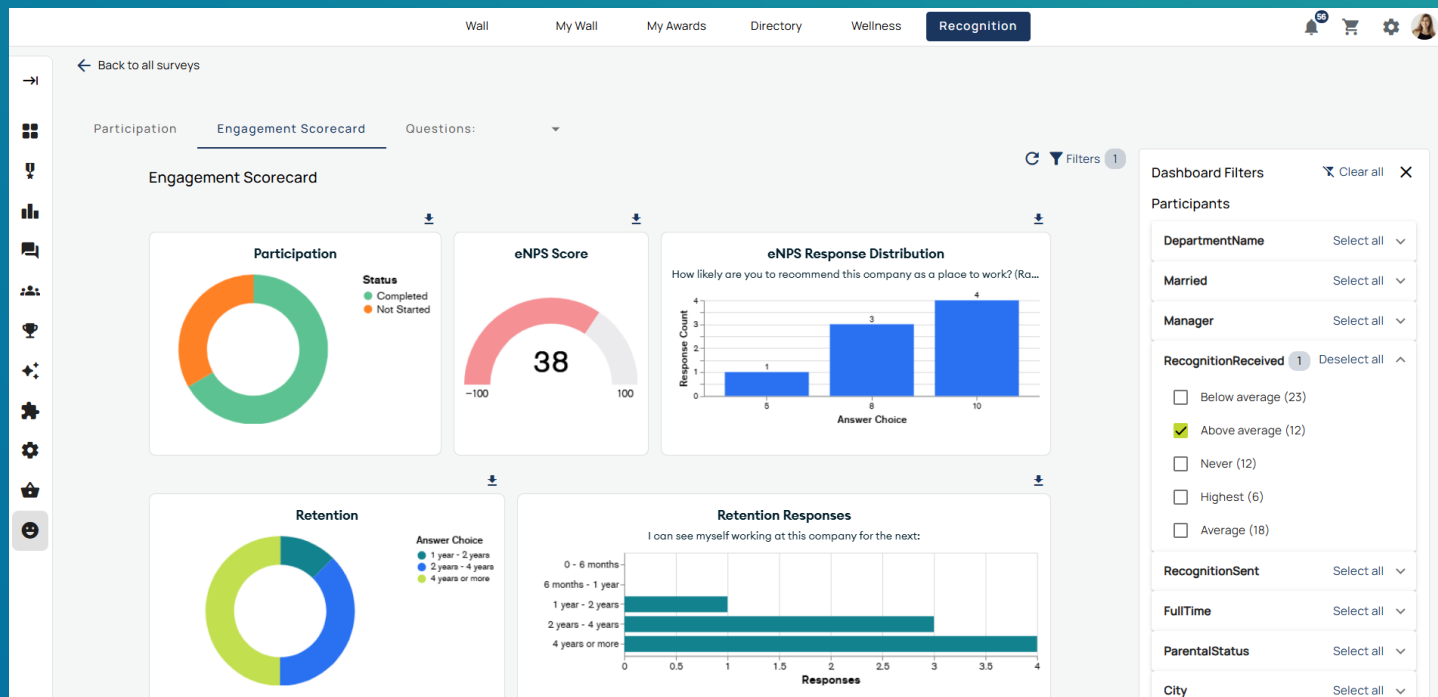
2nd Poll

The Empowerment Equation, *Tools*: Creating Structural Empowerment

How empowered do your employees feel to make decisions and drive results?

1. **Highly empowered** - they consistently show initiative and ownership
2. **Moderately empowered** - some take initiative but many wait for direction
3. **Somewhat empowered** - they follow processes but rarely innovate
4. **Minimally empowered** - most wait for explicit instructions
5. **Disempowered** - employees feel micromanaged and restricted
6. **Unknown** - we don't have clear data on employee empowerment levels

2nd Product Demo: Engagement Analytics



- Correlation between milestone recognition and empowerment
- New engagement insights dashboard
- Trend analysis showing dips and peaks over time

3rd Poll

The Empowerment Equation, *Tangible Recognition*: Building Your Empowerment Strategy

If you had budget for one major recognition investment this year, what would create the most lasting impact?

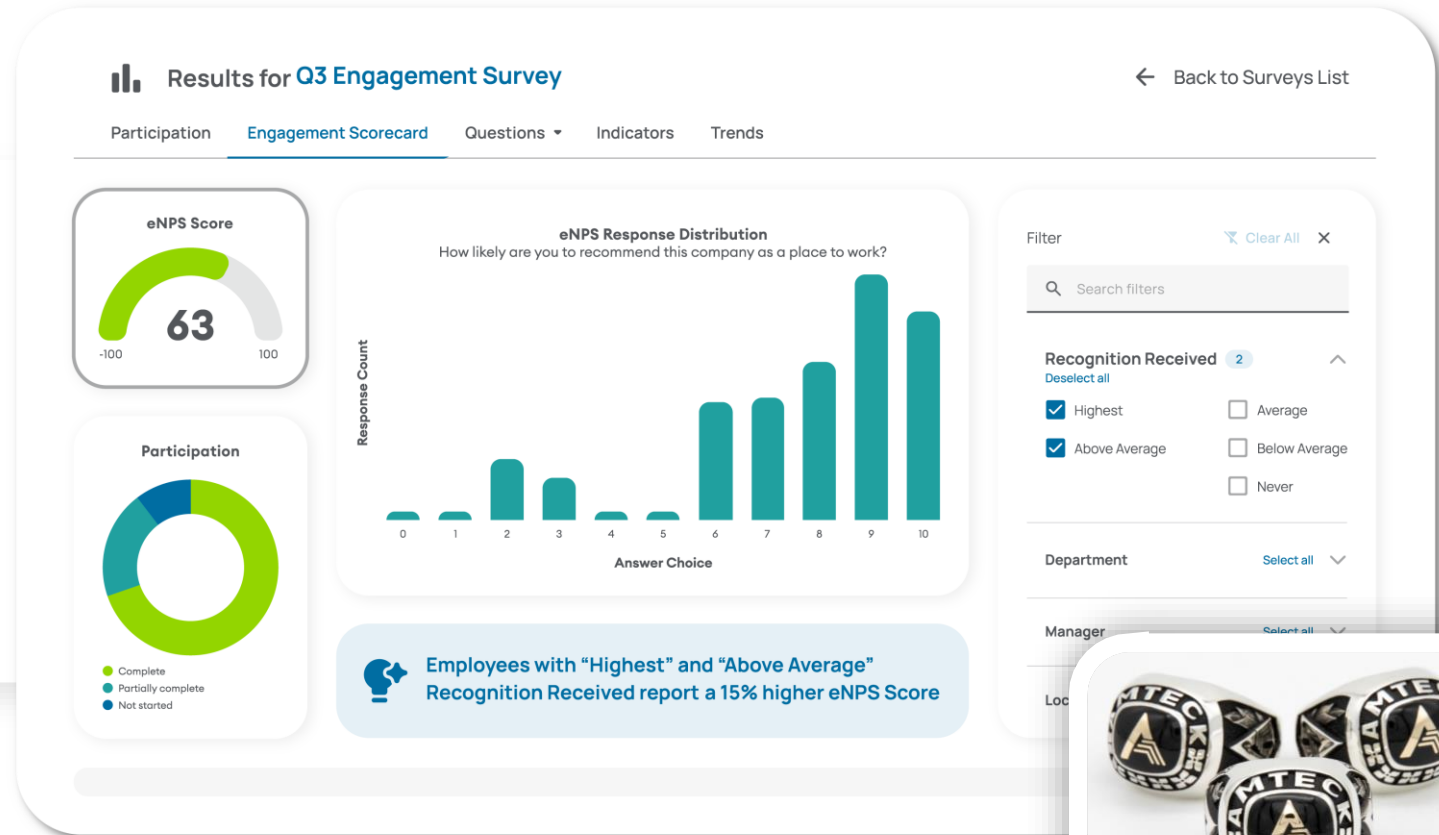
1. Custom awards that employees can treasure long-term
2. A high-profile recognition event or ceremony
3. Technology to make recognition more frequent and visible
4. Professional development opportunities as rewards
5. Increased monetary recognition budgets
6. I'm not sure what would have lasting impact

3rd Product Demo: Empowerment Drill Down



- Demographic segmentation for targeted interventions
- Empowerment drill-down surveys using validated research scales
- Adjusting recognition programs based on survey insights

Questions?



Thank You!

Interested in Terryberry?
Talk to us after the webinar.



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