

Tuesday, December 9<sup>th</sup>

# Leverage the Power of Symbolic Awards

Alex Allion

Director of Custom Reward Solutions & Partnerships



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Partnerships





# Today's Agenda

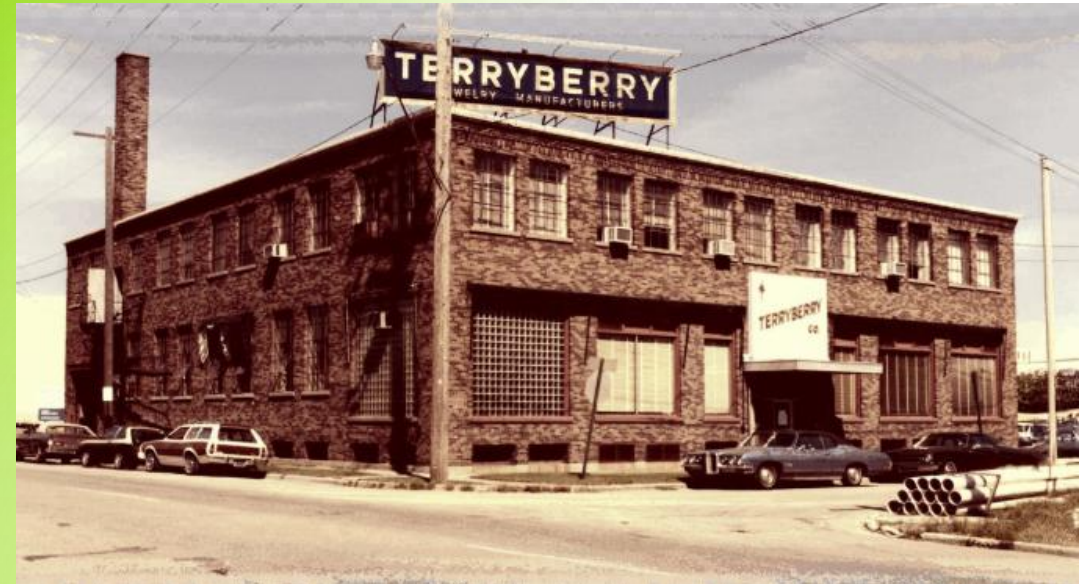
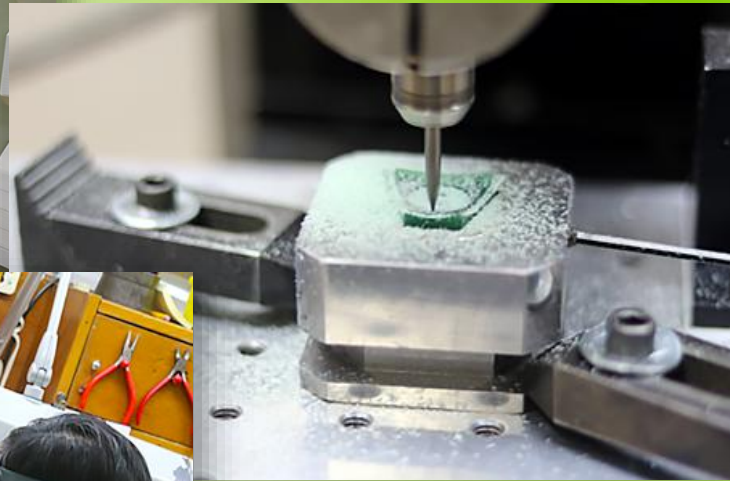
1. What is a Symbolic Award
2. Powerful Symbols Drive Performance
3. Most Popular Awards for Employee Milestones
4. Budgeting for Symbolic Awards
5. How to Turn Stories into Symbols!





# 100+ Years of Symbolic Awards

Each award shipped from Terryberry's factory is made for a unique employee achievement.





# What is a Symbolic Award?



# How Symbolic Awards Make a Difference?

## Increase Retention

Employees are 3x's more likely to remember the positive workplace experience if a symbolic award is used

## Elevate Engagement

Companies can boost employee engagement by 12% when custom, tangible awards are used as incentives

## Improve Relationships

Over 70% of symbolic awards are handed to the recipient by a manager, creating a more meaningful relationship.



# Recognition Moments Going Viral!



**Bules Building Outlet**

Bules Building Outlet Knowing that whenever we have a question there is not only a warm body but an actual expert, Joe is on the job. To Joe there is no question too hard and no job too challenging. Thank you is just not enough so we wanted to reach out and let the world know how much we value you Joe Smoothie

Suggested



**Shilpa Saraf** • 3rd+  
Team Manager, Childrens Department  
3d •

CONGRATULATIONS MIKE!! 38 years and still going strong! You are such a blessing to our company and to all who come in contact with you. We truly would not know what to do with out you as our guiding light! Thank you!



**The Breathe Bubble**

+ Subscribe



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Like



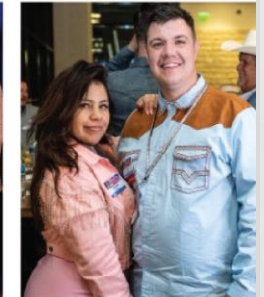
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**AMX Records**  
April 23 at 8:02 AM •

Long hours, countless retakes, and smiles. This is what defines this amazing organization. The folks that make up our amazing company are more like a family than employees, they work hard and play harder. Celebrating this teams 20 years of accomplishment is one of the most rewarding experiences ever. Here's to 20 more years with this amazing group!





# Where to Start?

Employee Length of Service Milestones







## Where to start?

### Best practice...

Formally recognize at least ONE milestone prior to a 5 year Anniversary

Examples:

**1, 3, 5, 10, 15+**

or

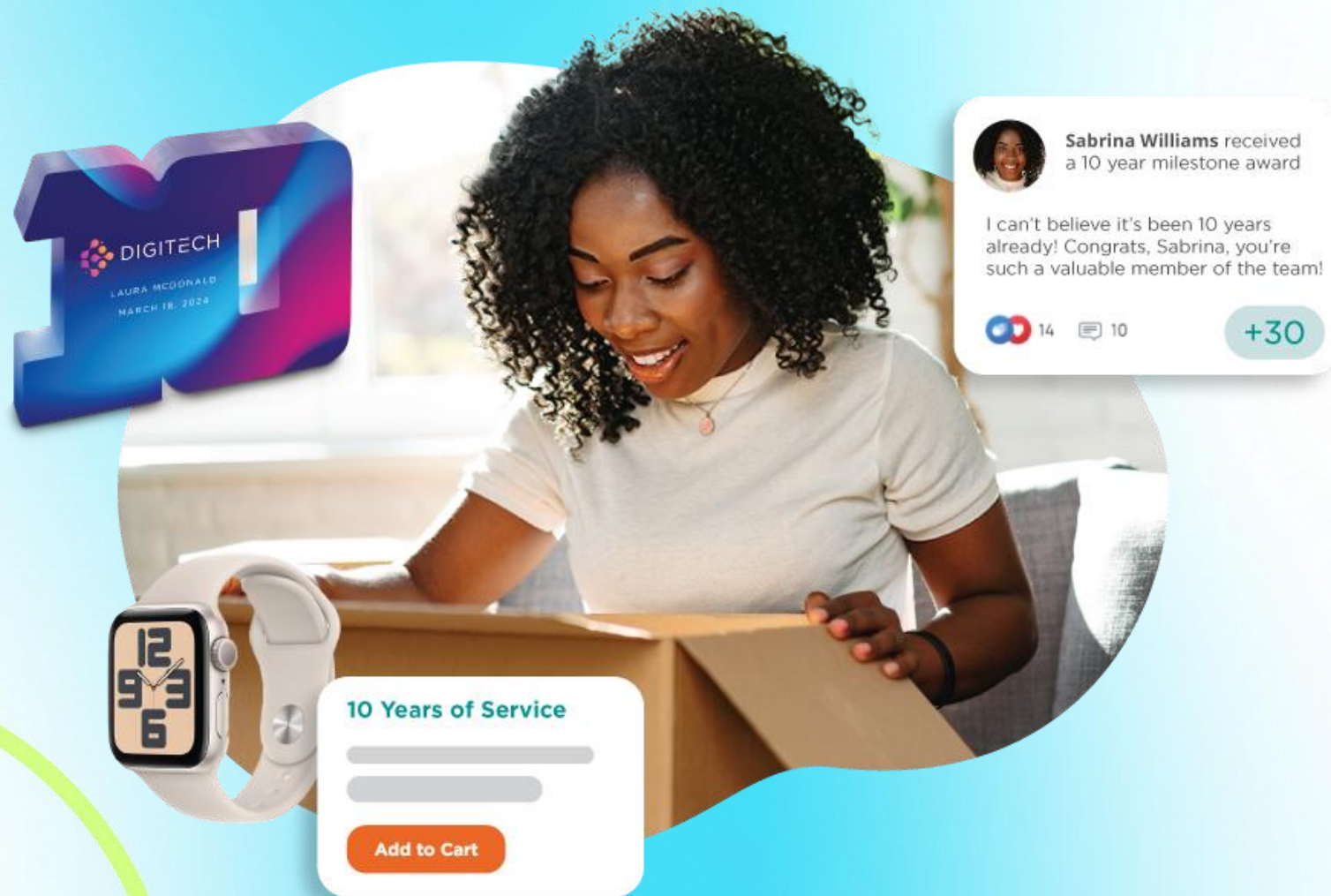
**2, 5, 10, 15+**



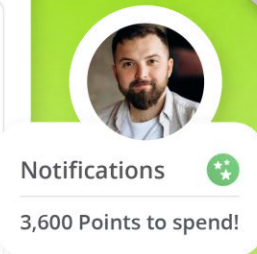
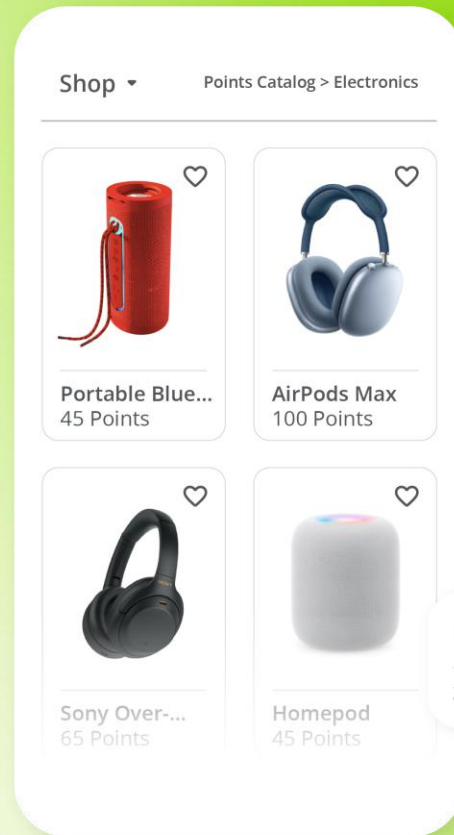
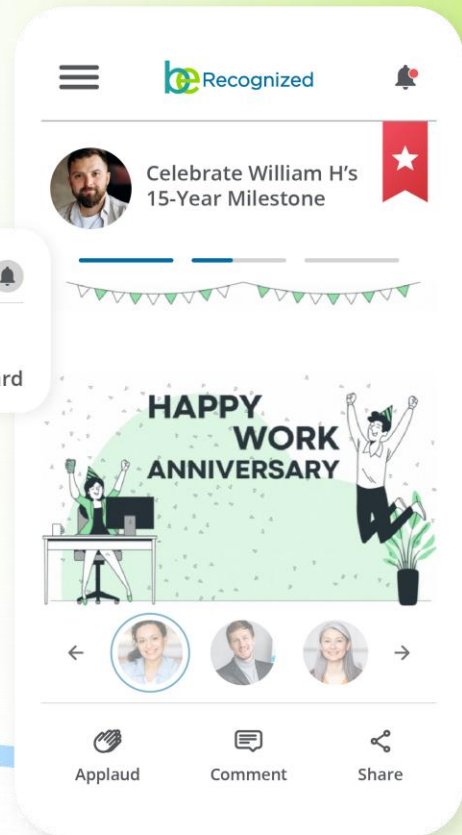
What is the Most Effective Award for  
Employee Milestones?



# Create a World Class Online & Offline Experience



# Online Merchandise + Symbolic Awards





# Symbolic Award Options Digits

(4x6 Acrylic)



# Custom Award Options ICONS (4x6 Acrylic)





# Symbolic Award Options Engravable



# Budgeting for Symbolic Awards



# Milestone Budgeting

\$30 - \$40

Per Year of Service, Per Employee

3 Year Award \$90-\$120

5 Year Award \$150-\$200

# Milestone Budgeting

Online Redemption  
vs.  
Symbolic Award



# Milestone Budgeting

20-25% of Total Budget  
Directed to a Custom Award

5 Year Award Budget: \$200

Custom Award: \$50  
Online Redemption: \$150

# Award Popularity by Industry

## Manufacturing

- Milestone Rings
- President's Club Pins & Rings
- Trophies/Crystal/Plaques

## Construction

- Milestone Rings
- Trophies / Crystal/Plaques

## Business Services

- Digits
- Trophies/Crystal/Plaques

## Healthcare

- Milestone Pins
- Digits

## Hospitality

- Milestone Pins







Questions?



# Thank You!

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