

Thursday, February 26<sup>th</sup>

# Leverage the Power of Symbolic Awards

Alex Allion  
Director of Custom Reward Solutions & Partnerships



# 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



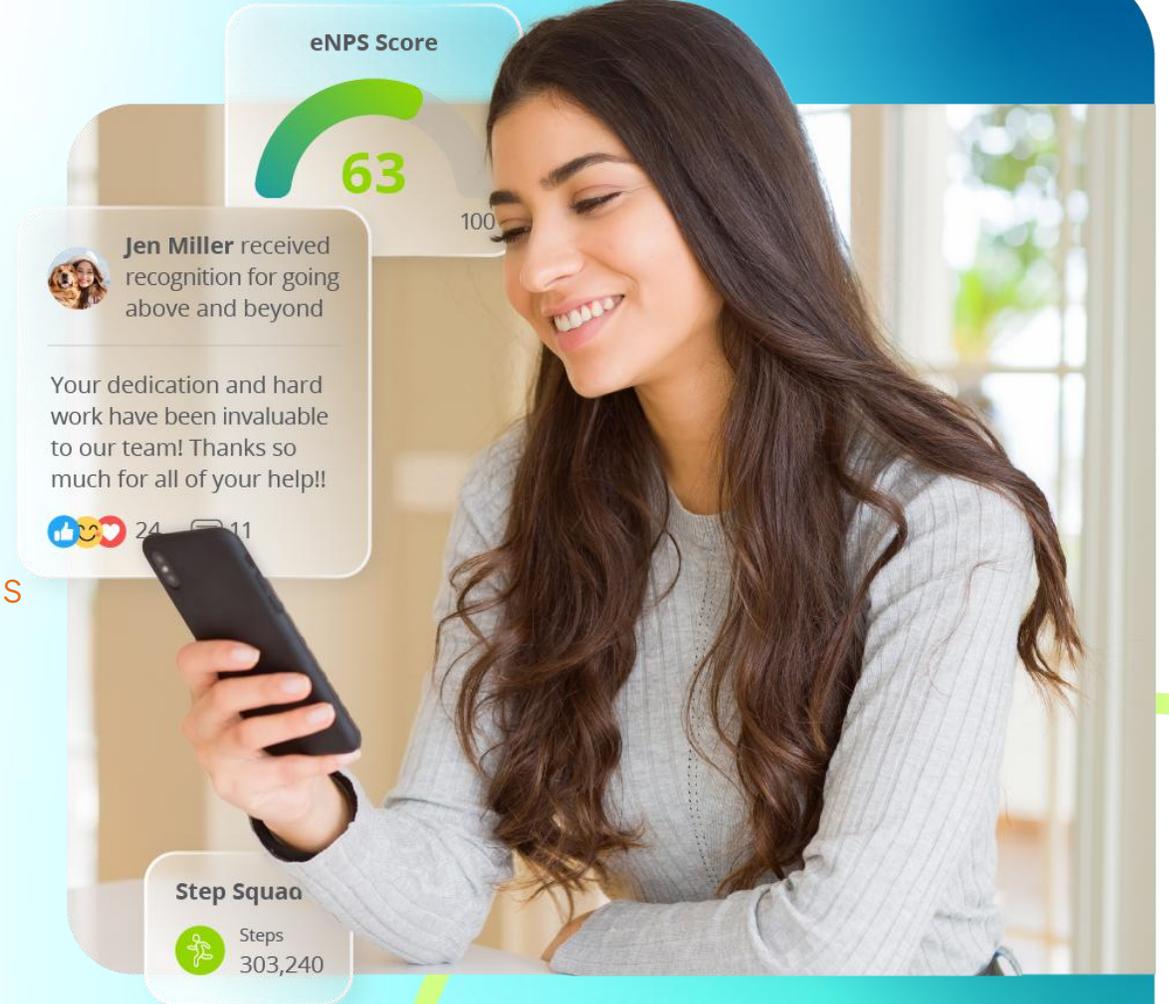
# Alex Allion

Director of Custom Reward Solutions &  
Partnerships



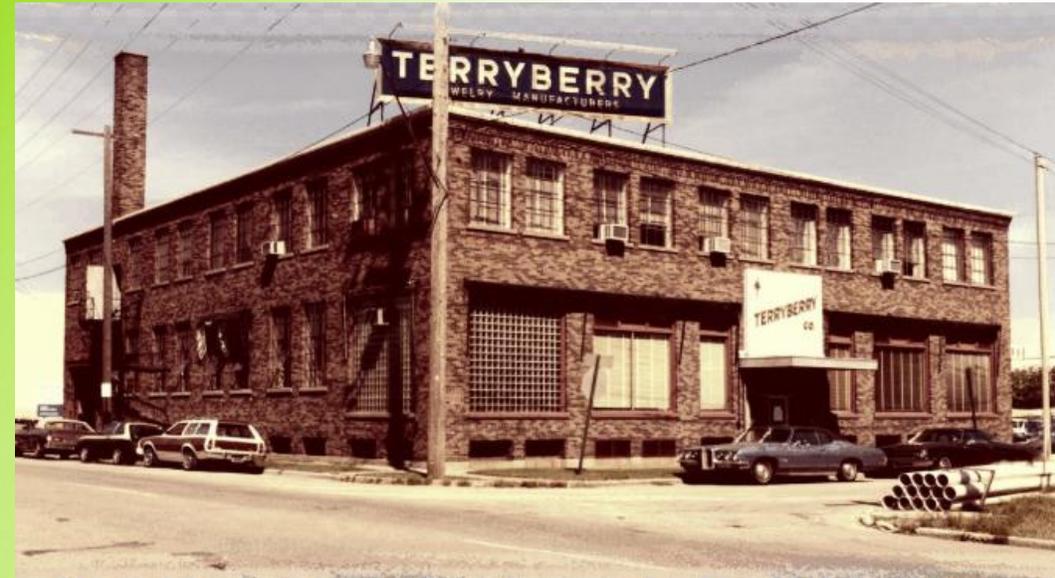
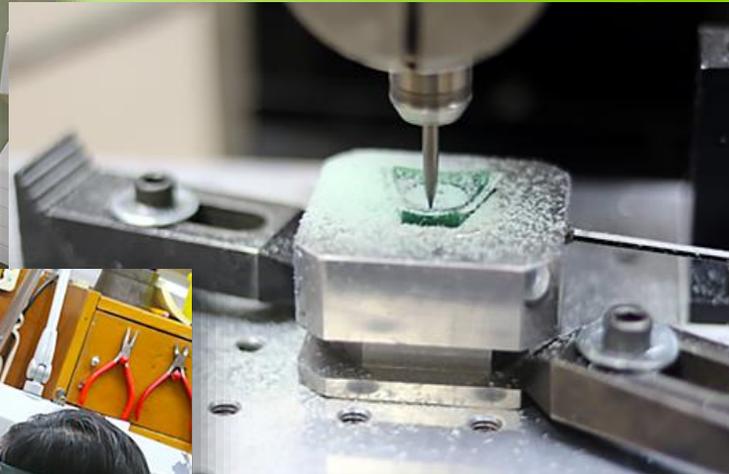
# Today's Agenda

1. What is a Symbolic Award
2. Powerful Symbols Drive Performance
3. Most Popular Awards for Employee Milestones
4. Celebrate Other Employee Moments
5. Budgeting for Symbolic Awards
6. 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?



Thank you for 20 years of service!

- Berry Enterprise

# 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

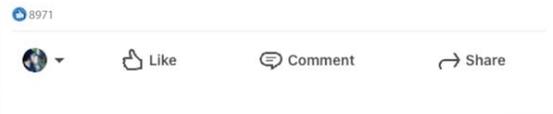
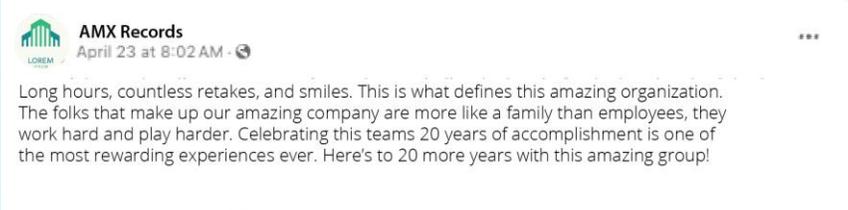
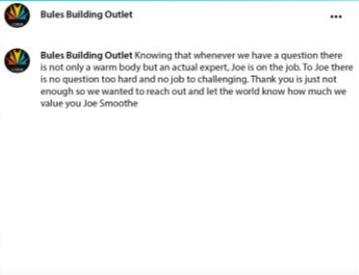
## Elevate Engagement

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!



# 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+**

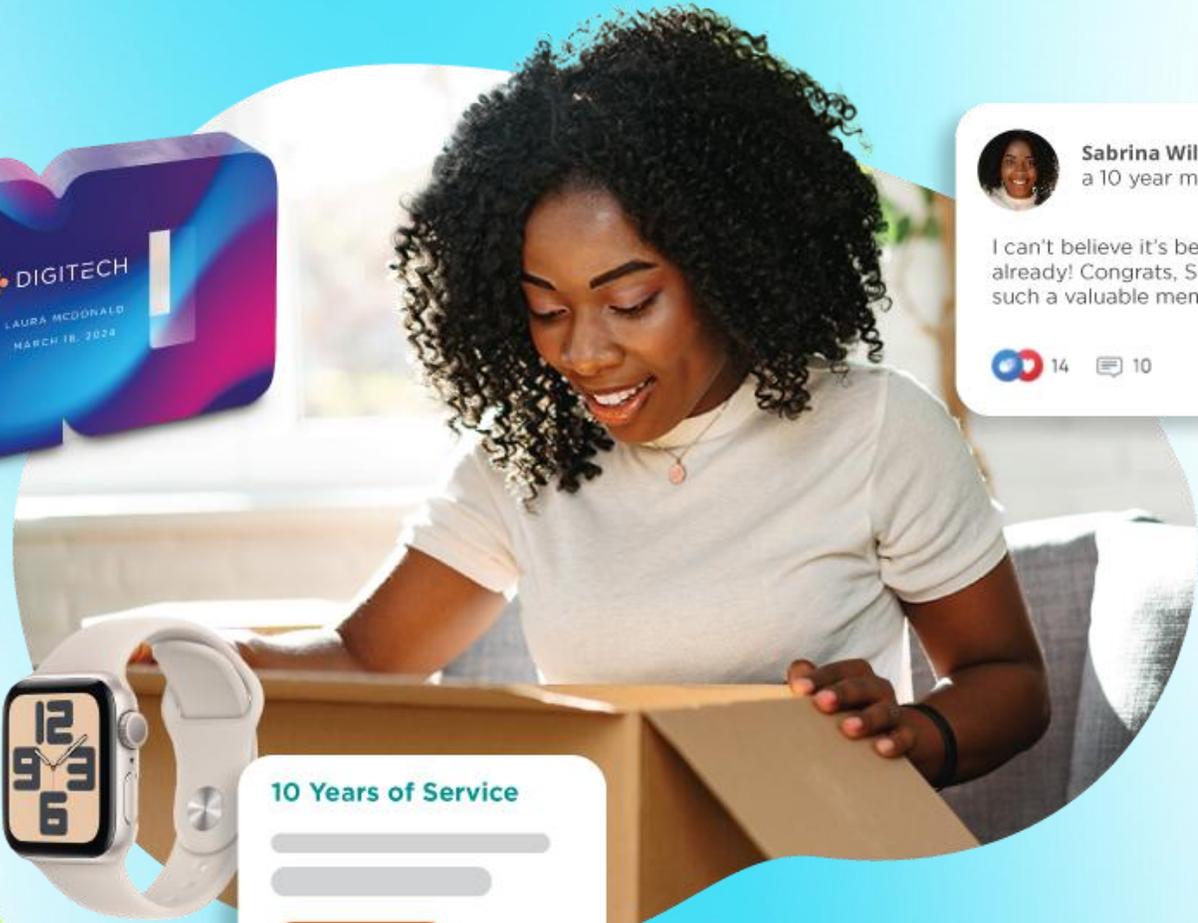
or

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

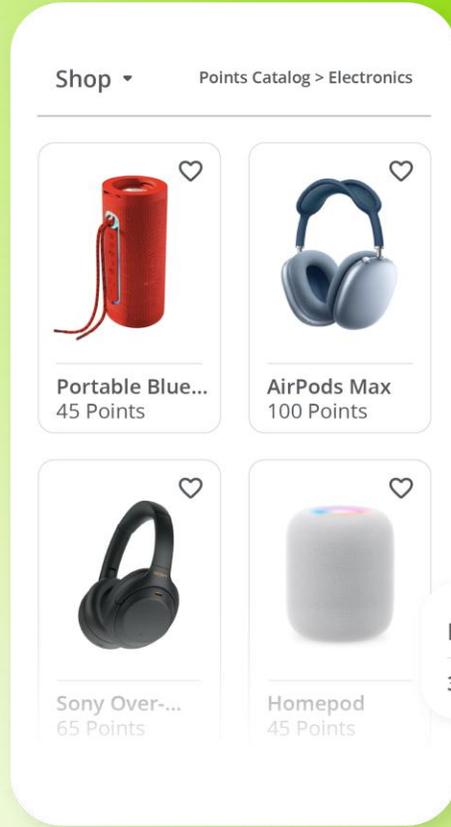
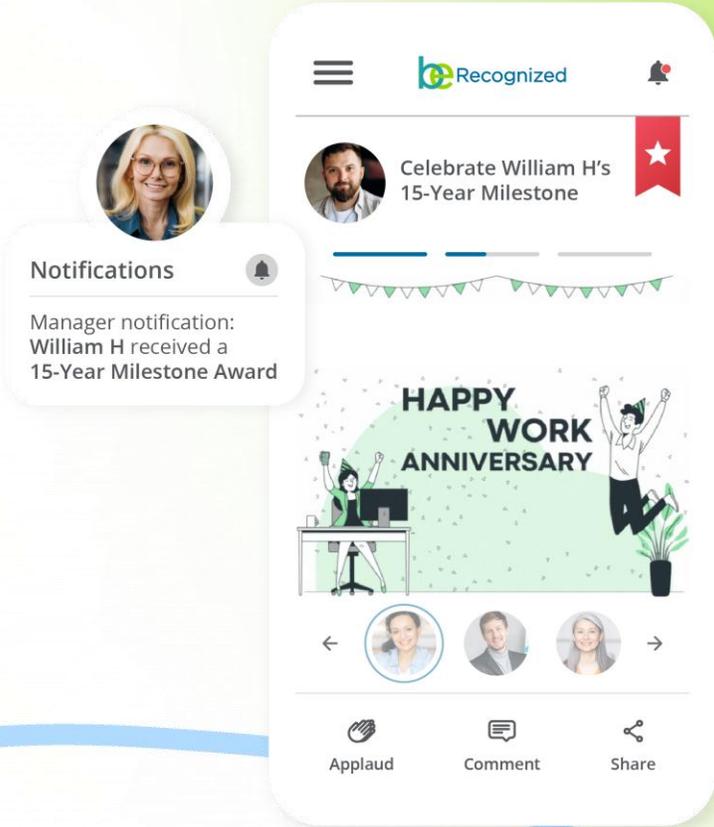


What is the Most Effective Award for  
Employee Milestones?

# 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



# Celebrate Other Special Employee Moments

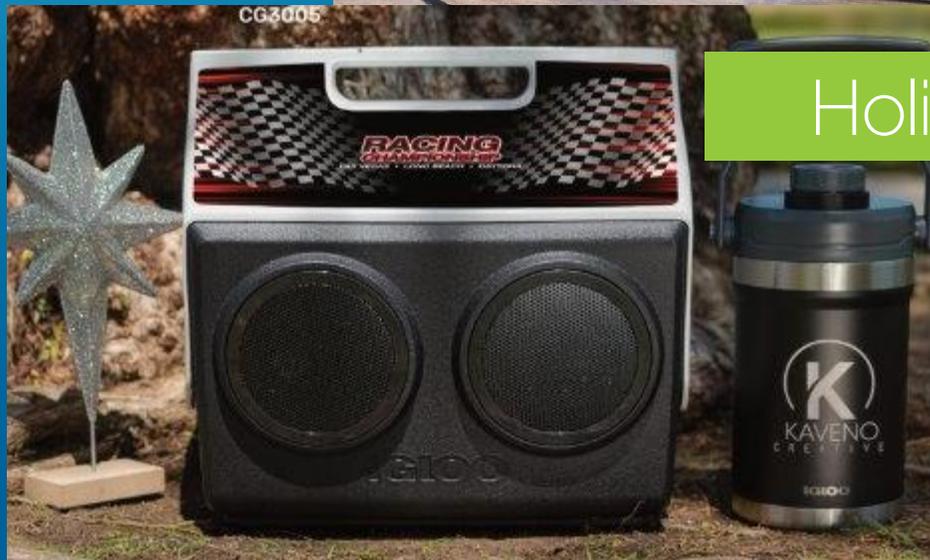
Core Values



Wellness



Holiday Gifting



# 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

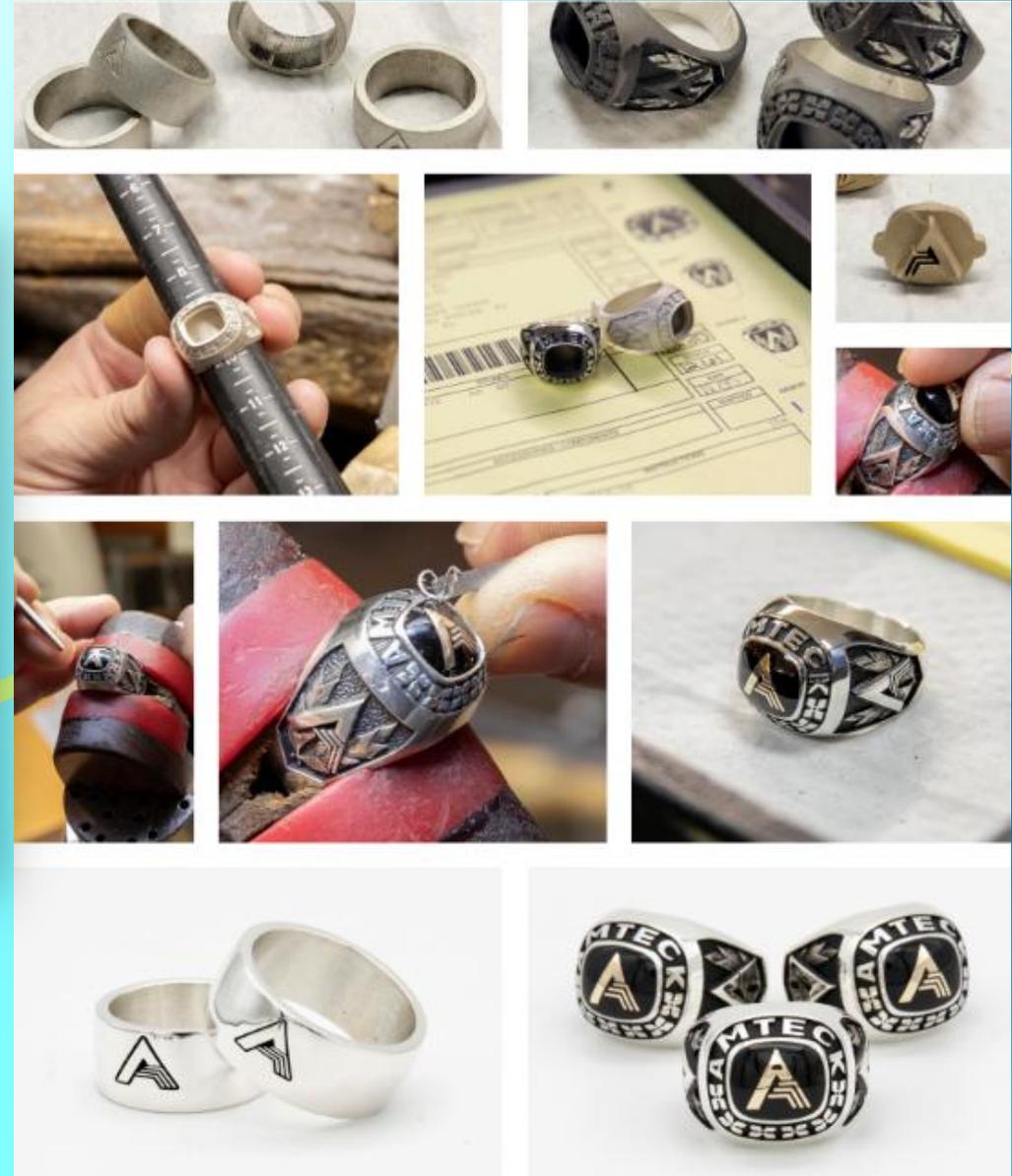
- Milestone Pins
- Digits

## Hospitality

- Milestone Pins



# Turn Stories Into Symbols!



Questions?

# Thank You!



terryberry