

Creating Moments That Matter: Using Recognition and Employer Branding to Strengthen Workplace Culture



Axomo



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Chief Marketing Officer

Axomo



Moments That Matter

Swag Strategy with Intention

How choice, style, and listening to employees transforms your culture and brand.

The Axomo logo is written in a white, cursive script font. The 'A' is large and stylized, with a long horizontal stroke that extends to the right and then curves back under the 'x'. The 'o' is a simple circle. The 'm' and 'o' are also in a cursive style, with the final 'o' having a small tail that loops back.

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Outfitting Unity

Beyond Branded Products

Outfitting unity requires more than just distributing branded products. It is about creating physical, branded moments that connect people to their company, team, and mission.

When we pay attention to what our team cares about both in and out of the office, we transform basic items into powerful cultural touchpoints.

Selecting the right items and maintaining a fresh perspective ensures our brand is deeply embedded into our culture rather than becoming just another vendor.



My critical swag mistake

During a major product launch, I made a critical error in our internal branding strategy: I selected the team's swag entirely on my own. I chose the styles, the fits, and the designs without ever consulting the people who were expected to wear them.

I assumed I knew what best represented our brand and our employees. Instead of creating a unifying moment to celebrate our launch, I created a top-down mandate that completely missed the mark on what our team actually valued.



The reaction to the launch swag was immediately disappointing.

The team did not like the creative direction and felt entirely misunderstood.

Because the items were chosen for them, the swag did not represent who they were or how they wanted to express themselves.

This highlighted a deeper issue: when swag is forced rather than chosen, it creates friction.

Instead of building pride, the generic corporate items made the team feel disconnected from the brand and undervalued as individuals.



Brand Impact

How do you measure it?

How often do your employees make the choice to wear your brand?

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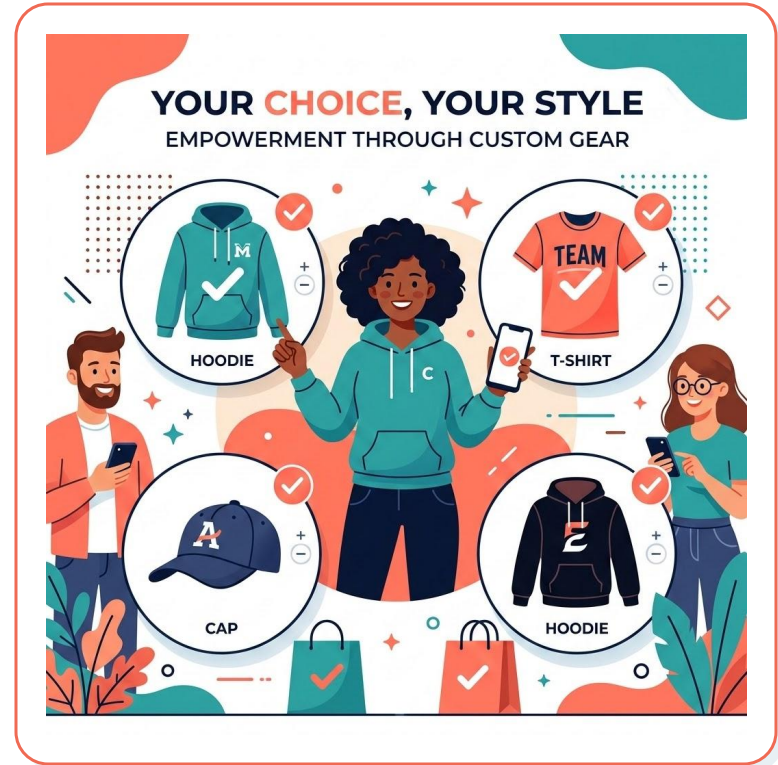


The Power of Choice

At Axomo, our core belief is that customers and employees should **never have items simply forced upon them**.

We believe in the **power of choice**, allowing our team to choose the branded swag they actually want to wear. When items are chosen for them, it creates unnecessary friction and waste.

By empowering personal choice, we shift our platform from a simple ordering tool into an **operating system that celebrates people** and creates meaningful, shared experiences across the entire organization.





The turning point came when we stepped away from the standard corporate office setting.

During a team off-road event, I had the opportunity to observe everyone in their natural element. Away from desks and daily routines, their authentic personalities and preferences became immediately clear.

Seeing the team outside of work revealed that true culture isn't built in a boardroom; it is discovered by paying attention to what your people naturally gravitate toward when they are free to be themselves.

Poll #1

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The Epiphany

The epiphany at the off-road event was undeniable: our team absolutely loves motocross. I recognized a deep, shared passion for that specific industry, its unique style, and its rugged aesthetic.

They weren't looking for standard corporate polos; they wanted gear that aligned with their active, off-road lifestyle.

Understanding this shared interest was the key to unlocking our internal identity. We needed to translate their genuine out-of-office passions into our branded experience to truly connect with them.

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Back to the Drawing Board

Armed with this new understanding, we went completely back to the drawing board. We discarded the generic corporate catalogs and began redesigning our swag from the ground up.

The new strategy focused exclusively on matching their hobbies, their motocross interests, and their personal style. By sourcing high-quality, off-road-inspired gear, we aligned our brand with the aesthetic they already loved.

We designed items that fit their lifestyle, ensuring the new gear felt like a natural extension of their own wardrobes.



A Powerful Moment of Cultural Validation

A Massive Success

Navigating our second launch with this new approach was a massive success. Because the new gear accurately reflected their motocross aesthetic, the team was genuinely thrilled.

Representing Who They Are

In this specific case, they were happy to have something curated for them because it finally represented who they actually were. The new swag didn't just look better; it made the team feel truly seen and understood by leadership, transforming a simple product drop into a powerful moment of cultural validation.



Making employees feel seen and deeply understood generates a powerful emotional ROI that outperforms any temporary company marketing campaign.

The true return on investment goes far beyond budget efficiency or reduced waste. When our brand is deeply embedded into our culture, it builds emotional loyalty.

By focusing on personal validation rather than just handing out products, we move from being a surface-level vendor to creating a system that genuinely celebrates people and drives long-term retention and engagement.

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Taking Our Identity Into the Wild

The real-world impact of this intentional strategy is visible every weekend. Because the new motocross-inspired swag authentically represents their personal style, the team proudly sports this gear anytime they go off-road.

The brand now travels with them organically into their personal lives.

**They are no longer just wearing a logo at their desks;
they are taking our identity into the wild, proving that
when swag aligns with personal passion, your
employees willingly carry your brand into the world.**



Poll #2

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A Brand Calendar

How many of your moments live on a calendar?

If its not scheduled, its probably not happening.

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Internal Advocacy Transformed

This shift completely transformed our internal advocacy.

The Forced Uniform

Instead of feeling forced to wear a generic corporate shirt or polo,



The Badge of Honor

...the team now feels like they are an active part of the brand's story. This internal branding power turns employees into genuine brand ambassadors outside of the office.

They engage in organic bragging about their company because the gear they wear is a point of pride.

By outfitting unity with intention, we turned a basic uniform into a badge of honor.

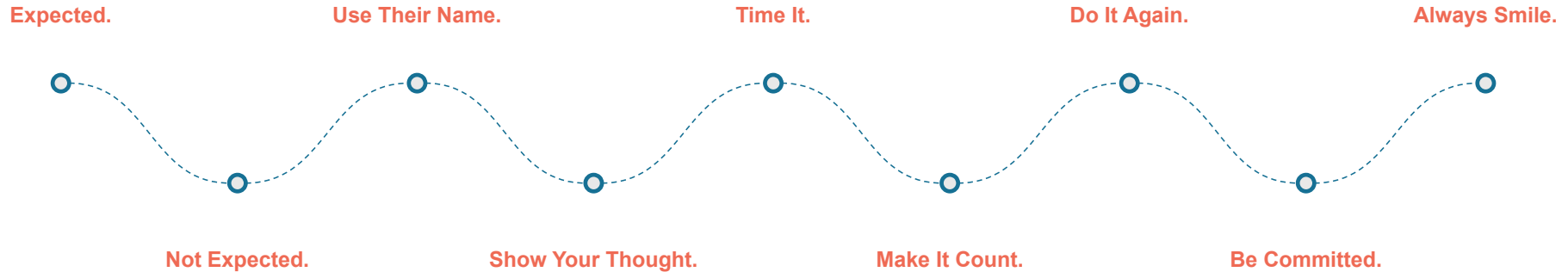
5 Core Moments Framework

To make this success repeatable, we must put these intentional moments on a schedule with real strategy. We transition from reactive ordering to a structured operating system using the 5 Core Moments Framework:



By planning a full-year calendar of these specific touchpoints, you transform individual, thoughtful moments into permanent cultural pillars that continuously outfit unity across your entire organization.

The Moments That Matter:



Poll #3

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Success is not measured in metrics

It's measured in moments.

You won't remember KPIs from the 3 years ago, but will remember moments that changed you.

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Transforming Your Culture

Asking the Big Strategy Questions

What can I do with my brand? How does it behave in the wild?

By treating these questions as strategic planning sessions, much like a Quarterly Unity Review, you can identify how to activate your brand in the field.

What can I learn from my internal team that I can now give to my customers?

Understanding your team's passions directly informs how you create meaningful experiences for your customers.

Ultimately, every employee and customer shares a fundamental desire: we all want to be seen and understood. By empowering choice and aligning with personal passions, we stop handing out products and start outfitting unity.

The Call to Action is Clear

Treat your swag strategy as an intentional culture-builder.

01

Use the **Moments That Matter** operating system to celebrate your people

02

See Your People by being intentional about who they are what they care about.

03

Create a **brand experience** that your team is proud to wear everywhere they go

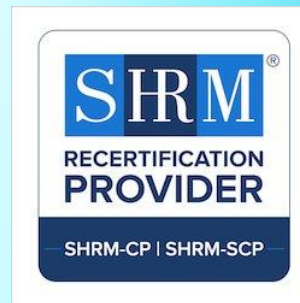




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