

SYMBOLIC AWARDS PROGRAM WEBINAR

Meaningful Recognition That's Earned, Not Bought

Designing a Symbolic Awards Program to
Reach Every Employee and Prove Its
Value
Presented by Terryberry
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Agenda

Why have a Symbolic Awards Program?

What to Consider First

Choosing Your Program Type

Matching the Award to Your Industry and People

Making it Special



Why Have a Symbolic Awards Program?



LASTING EFFECT

Symbolic awards are a daily, tangible reminder of achievement.



REINFORCES VALUES

Spotlight the behaviors and attitudes that matter most to your culture.



VISIBILITY AND IMPACT

Presented publicly, symbolic awards multiply the motivational impact.



COST EFFICIENCY

Deliver greater engagement impact per dollar spent vs cash rewards.

PART ONE

Is Your Organization Ready?



Readiness Questions 1 & 2

FOUR QUESTIONS TO ANSWER WITH CANDOR

1. Are Your Values Articulated?

You can't recognize people for values they don't know exist. An award for "Ingenuity" only lands if employees can point to a behavior and say, that's what we mean.

65% increase in employees able to articulate core values within 3 months — after Amteck introduced a structured program.

2. Do You Have a Budget for Quality?

A two-dollar trinket is worse than no award. Gift cards get spent and forgotten; bonuses get taxed and disappear. A symbolic award is received in full — and often kept for decades.

This is more often a reallocation decision than a demand for new spend.

Readiness Questions 3 & 4

FOUR QUESTIONS TO ANSWER WITH CANDOR

3. Is Organizational Leadership Bought In?

The single biggest variable in program effectiveness isn't the award itself — it's whether leaders show up intentionally, personally connecting the recipient to the values the award signifies.

A leader's personal words change the entire experience.

4. Do You Have Defined KPIs?

Clarity on what you're recognizing, and why, keeps programs from drifting into participation-trophy territory, where the award loses meaning because everyone receives it regardless of contribution.

Criteria should connect to specific behaviors, milestones, or KPIs.



POLL

Which of these would be the BIGGEST barrier to introducing a more structured symbolic recognition program?

Securing budget

Getting leadership buy-in

Defining clear recognition criteria

Creating awards that feel meaningful

Having the time/resources to manage it

Getting employees to engage with it

Readiness Quick Check

YOUR READINESS AT A GLANCE



Values

Values are defined and employees can name them.

✓ Yes

✗ No



Budget

Does budget exist for quality awards?

✓ Yes

✗ No



Presentation

Will at least one senior leader personally present the awards?

✓ Yes

✗ No



Criteria

Is recognition criteria connected to specific behaviors, milestones, or KPIs?

✓ Yes

✗ No



Bandwidth to Manage

Does leadership have someone/a partner with the bandwidth to manage a structured program?

✓ Yes

✗ No

PART TWO

Choose the Right Program Type

Choose Your Program Type

WHERE ARE YOU ALREADY RECOGNIZING PEOPLE, AND WHAT WOULD MAKE IT FEEL MORE INTENTIONAL, EARNED, AND GENUINE?

Service and Tenure Milestones

1, 3, 5, 10, 15, 20+ years



Safety Milestones

Manufacturing, construction,
industrial settings



Sales Performance Programs

President's/Chairman's Club,
Honor/Winner's Circle



Choose Your Program Type

WHERE ARE YOU ALREADY RECOGNIZING PEOPLE, AND WHAT WOULD MAKE IT FEEL MORE INTENTIONAL, EARNED, AND GENUINE?

Core Values Programs

Reward exemplary behaviors and attitudes; often perpetual-type awards



Role-Specific Programs

Clinical credential, franchise performance, field certifications, etc.



PART THREE

Match Your Award to Industry & People

What Works by Industry

Healthcare

RECOGNITION THAT HELPS TEAMS FEELS SEEN!

- Milestones & Team Recognition
- Pins, Charms & Presentation Kits



Manufacturing

MAKE RECOGNITION EASIER FOR EVERY SHIFT AND LOCATION!

- Milestones, Safety
- Pins, Rings, Belt Buckles



What Works by Industry, Continued

Software & Services

RECOGNITION AS NIMBLE AS YOUR TEAM

- Peer to Peer & Milestones
- Trophies, Acrylic Awards, Presentation Kits



Financial

BOOST YOUR CULTURE!

- Sales, Peer to Peer, Milestones
- Rings, Pins, Crystal Awards



Two Important Ways to Make Your Program Special

Design for Your Brand

The most common complaint we hear from organizations switching vendors: the awards felt generic — and employees noticed.

- Your logo/colors
- Your language
- Your values

Create the Moment

Presentation determines impact — who presents it, where, in front of whom, and what they say about the recipient's contribution. A symbolic award should be:

- Thoughtfully customized just for them
- Presented in front of their peers

Bringing It Together

YOUR PATH TO A SYMBOLIC AWARDS PROGRAM

Confirm
Readiness



STEP 1

Values, budget,
leadership, and KPIs

Choose the
Type



STEP 2

Tied to a moment
you already
recognize

Match the
Format



STEP 3

To your industry and
workforce

Design for
Your Brand



STEP 4

A partner, not just a
vendor

Make it
Special



STEP 5

Ceremony and a
leader's own words

Five steps take
you from idea to
a program
employees
actually keep.

Questions?



Thank You!

terryberry



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93%