

# HOW TO RUN A SUCCESSFUL

**Y**ou probably have a number of people on your staff right now who have served your company well for 5, 10, 15, 20 or more years. That's just the kind of commitment a company needs to thrive in today's hectic business climate. Service award programs recognize that quality of loyalty and reward employees with merchandise awards that are proof positive of management's gratitude to those who have stayed with the company through the long-haul. If you want your long-term employees as well as those who may have recently joined the fold to remain loyal, it's wise to start showing them exactly how much their service means to you.

A service award program isn't new—it's a business practice that's been around for years. The results it can achieve—boosted morale, employee loyalty and retention, corporate goodwill and improved productivity, among many others—are worth their weight in gold to a company. Ultimately, service award programs affect human behavior for the simple reason that they recognize service longevity and an employee's sense of commitment to the company. It's a needed psychological boost because, let's face it—we can all do with some heart-felt appreciation.

For just a moment, put yourself in an employee's shoes: You've served your company loyally for 10 years, worked hard, put in extra hours, taken pay cuts during the hard times and were partly responsible for its growth in the good times. Now imagine that after all these years of service and dedication, you've received nothing but

an occasional pat on the back. How would you feel about your company? How would it affect your attitude and performance?

Like most people, you'd likely feel deflated and unappreciated. That's a normal reaction, but one that no employee should ever have to experience. Employees are the driving force behind any successful company and in that capacity are a business's most important asset.

That's why consistent positive reinforcement, recognition of excellent performance and rewarding those who have stayed with you and helped your company prosper are crucial to maintaining employee loyalty and commitment.

This booklet will answer your questions about service award programs. You'll discover why these programs have worked for years, be able to determine if you need a service award program, learn how to select awards and get valuable tips on how to put a program together for your company.

## A. The Benefits of A Service Award Program

Service award programs are long-range programs designed to affect the overall attitude and behavior of a company's employees. The ultimate goal then, is to enhance commitment to excellence in every aspect of an employee's on-the-job performance. Recognizing an employee's contribution to the company must become part of the corporate culture.

Management should reward its employees in a multitude of ways on a consistent basis. Without consistency, a service award program will have little meaning. Recognition for dedication and a job well done are among the top things employees ask for. This type of recognition not only reinforces a good attitude and excellent performance, but works wonders lifting an employee's spirit and morale. This age-old practice of rewarding employees for a good job offers many benefits:

### What Employees Value Most

- #1 Interesting work
- #2 Full appreciation for work done
- #3 Feeling included
- #4 Job security
- #5 Good wages
- #6 Promotions and growth opportunities
- #7 Good working conditions
- #8 Personal loyalty to co-workers
- #9 Tactful disciplining
- #10 Sympathetic help with personal problems

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(A SURVEY OF 1,000 EMPLOYEES)