

SERVICE AWARD PROGRAM

Employee Motivation Objectives



(PERCENTAGES ARE GREATER THAN 100 DUE TO MULTIPLE RESPONSES)

3 Goodwill toward the company, its management, product and co-workers

3 Self esteem, company and division performance

3 Peer approval and respect among fellow employees

3 Involvement with the company, and a sense of belonging to a "family" with shared goals and values

3 The opportunity to stand out

When employees are motivated, enthusiastic, productive and contributing their experience and knowledge to the job, the return on investment is significantly increased. If people do respond, even in small ways, they will come to believe in what they're doing. Belief that they are succeeding will lead to persistence, higher motivation and greater accomplishment.

B. Do You Need A Service Award Program?

Before launching headlong into planning and promoting a service award program, you need to do a little self-investigation. You may have a gut feeling that your company needs to put a service award program in place, but not know exactly who needs to be recognized and why. Start by asking yourself the following questions, answering them with complete honesty:

1. Does the company have a systematic way of letting people know their contributions are valued?

2. Does your company publicly recognize

those people who do something right, rather than those who do something wrong?

3. Has your company established one or, at most, two fundamental attributes (e.g. pride of workmanship, dedication to customer needs) to focus on—and continually reinforced goals to achieve it?

4. Does management give the impression that the company's assets are primarily its machines, products or money, rather than its people?

5. Do you encourage performance competition among workers in a way that is non-threatening?

6. Do you offer rewards that are strictly monetary (salaries, bonuses) but fail to provide symbolic, memorable awards?

7. Is management as committed to its people and their well-being as they wish their employees to be toward the company and its goals?

8. Is top management visibly involved in the recognition of employee achievement at all levels?

9. Does management recognize and reward only the few top performers, and ignore the remaining 80 or 90 percent?

10. Has management tried various service award programs in the past, but given them up because they just don't seem to work?

Depending on the answers you come up with, you may now see very clearly that your company needs a service award program. The next step is determining what kind.

C. Choosing the Right Program

The Benefits of Merchandise Awards

n There's always something to please everyone and to suit all lifestylesSM

n Merchandise has "trophy value"

n It's available in an array of price points, suitable for all levels of service awards

n Recipients don't have to travel or rearrange their work schedules to receive their award