

HOW TO RUN A SUCCESSFUL

work. Whether you choose to use a variety of catalog sheets or other collateral for your own "Service Award Booklet," each employee should have a copy.

You might also consider creating your own in-house communications portfolio which should include, at the very least, these basic pieces:

3 An announcement piece that clearly explains management's philosophy regarding employee recognition and service awards. It should also include the program's objectives, length, measurement system and the attractive merchandise awards that will be given.

3 From time to time throughout the pro-

gram, give employees a pat on the back through promotional mailings or notes expressing gratitude for their hard work.

3 Standings mailings update participants' progress (as in an attendance or safety program) and should be sent out frequently.

3 At the end of the program, be sure to send a congratulatory mailer celebrating a milestone anniversary or the achievement of a particular goal.

G. Housekeeping Tasks

A non-sales service award program still requires a number of tasks basic to any type of motivational program. You'll have to:

3 Set appropriate objectives that tie in with the award program. For example, do you want to reduce employee absenteeism because productivity is suffering? Does management want to decrease employee turnover? Brainstorm with colleagues for the goals you want to reach. That will be the start of your program and get the ball rolling.

3 Target your audience. Find out how each person is involved in day-to-day operations. How long have they been with the company? What exactly are their jobs and where do they fall in the distribution channel? Try to assess how much you can realistically expect from them based on their level of involvement. The answers should show you exactly who needs to be motivated, recognized and rewarded.

3 Decide what type of service award program makes sense for the group. You may even want to tie a number of service award programs under one umbrella. For example, you can set up an overall corporate program that recognizes and rewards length of service anniversaries, perfect attendance and on-the-job safety. You don't have to limit yourself to one service recognition award category—unless, of course, you only need to run one type of pro-

The Clock Keeps On Ticking

Before you know it, another year has come and gone. The days have flown by, the seasons have changed, and there's another 365 days ahead until the next *auld lang syne*.

This year, make a difference in the workplace for every one of your employees, regardless of the number of years they've been with you. If you don't already have a service award program in place, think of this as the year you plant the seeds for one. Take the steps outlined in this booklet seriously and begin to create a program that honors your loyal staff members, whether they've been with you one year or 35.

Remember—an employee's loyalty to you and your company begins at the beginning. Recognizing both new and long-time employees for their service boosts everyone's morale.

Maybe your company has been running a service award program for many years. Does it need revamping? If you've been giving the same award year after year, maybe it's time to give something entirely new. Perhaps the venue where you've been holding your awards ceremony could be changed for variety's sake. Or try spicing up the ceremony with some unexpected fun and surprises—bring in professional entertainers or a comedian whose specialty is poking fun at the business world. He or she may be able to write some original material about your company and its "old-timers." You may even have some talented employees on staff who would be delighted to "serenade" the award recipients with a special song.

It's O.K. to be conservative and traditional in your approach to service award programs or to think outside the box when you're creating it. That will be determined by the type of company you run, its style and business philosophy. The important thing is to get started today planning your program before another year passes you by.