Implementing Employee Incentive Programs to Help Drive Higher Engagement
Agenda

• Why offer an employee incentive program
• Understanding your target audience
• Tailor your incentive program to your workforce
• Establish a coalition
• Achieving buy-in
• Kick-off
• Measure, refine, communicate
• Utilizing technology
• Case study
• Q&A
• Conclusion
Why offer an employee incentive program?

• The number-one reason most Americans leave their jobs is that they don’t feel appreciated. (Gallup)

• Organizations with incentive programs which are highly effective at enabling employee engagement have a 31% lower turnover than organizations with ineffective or no incentive programs. (Deloitte)

• 46% of senior managers view incentive programs as an investment rather than an expense. (World at Work)

• Only 14% of those organizations provided managers with the necessary tools for rewards and recognition. (Aberdeen Group)
Understanding your target audience

- Take the time to “Ask” and “Listen”
- Communicate with your workforce
- Encourage on-going (solution-based) feedback
Tailor your incentive program to your workforce

• Determine what your objectives are.
• What is your reality?
• Utilize any employee suggestions whenever possible.
• Acknowledge your employee's who provide feedback (be careful.)
• Tie the incentive program to a business objective.
Establish a coalition

• Include managers, supervisors, and employees from as many departments and from as many levels possible throughout the organization.

• Establish a project plan.

• Define success and keep things simple.
Achieve buy-in from the top

- Executive buy-in and support
- Endorsement
- Participation
Kick-off

• Create a buzz of excitement.

• Plan, advertise, and promote an event!

• Involve executive leadership.

• Include your coalition and recognize them.
Measure, refine and communicate

• Measure the incentive program at the milestones you outlined in your project plan.
• Celebrate early wins and build on those attained objectives.
• Continue to meet with your coalition to measure and discuss what is working and what needs attention.
Utilizing technology

- Robust, scalable framework
- Infrastructure and security
- UX
- Accessibility
- Configurability and customization
- Content management
- Administration tools
- Cost to Investment
Case Study

• Client currently has 200 employees.
• Change organizational culture to a more collaborative and cohesive entity that encourages suggestions from every level.
• Reduce expenses relating to workers compensation, loss rates, and premiums.
• Engage employees to buy-into mission and goals, including worksite safety.
Employee Incentive Program

• **Goal**: Increase employee engagement, while reducing the mode rate pertaining to workers compensation insurance.

• **Method**: Game of chance that socialized targeted safety messages daily in order to keep safety top of mind for the entire workforce.

• **Incentives**: Amazon gift cards and company wide recognition for game winners.
Client Feedback

“CertiPay has created a positive cultural change for the managers and employees of our company. With our workers being spread throughout the state, having a system that can connect them all and give them a sense of increased communication is remarkable. Not only is their solution fun, but it is also helpful as an educational tool with the attached daily safety reminders. This puts safety at the forefront of the employee’s mind, which encourages them to be mindful not only throughout their workday, but also outside of work in their personal lives.” -CEO

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## Client Metrics

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How we help…

• Increase employee engagement in a fun and creative way.
• Utilize technology to socialize important content to the workforce.
• Improve employee morale, while reducing employee related expenses.
Questions and Feedback
Summary

• Know your audience.
• Tie your incentive program to a business objective.
• Don’t try and do this alone.
• Get buy-in from the top.
• Promote the incentive program organizationally.
• Measure, refine, and communicate.
• Utilize technology.
• Celebrate success!
Thank You

Don Hebert:
National Program Manager
Dhebert@certipay.com
(973) 261-6705