



honoring **Performance**



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honoring **Performance**

Symbolic Awards to Recognize the
Best of the Best



Meet the Chat Expert



Ryan Duey

Business Development Manager
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Submit your questions/ comments at anytime

AGENDA

- What is an Honor Club?
- Who's responsible?
- Recognition vs. incentives
- Performance measurement & awards
- How this engages/retains employees
- 4 Keys to successful program implementation



How does the Honor Club fit?



Honor Club

- **An Honor Club is a group of individuals who:**
 - ❑ through performance prove a willingness to meet challenges established by senior management
 - ❑ generate and sustain your company's growth
 - ❑ achieve specific performance levels
 - ❑ help build a tradition and culture of performance



POLL: Do you currently have an Honor Club program in place?

Yes

No

Don't know



POLL: Who is primarily responsible for your Honor Club program in your organization?

- HR
- Operations
- Executive Leadership
- Sales/ Marketing
- I don't know



Who's job is it?

- HR as Strategic Advisor
 - Expert on recognition
 - Define value to the company – retention, engagement
- Sales/Marketing or Ops Manager as Program Management
 - Program design
 - Departmental goals
 - Communication and interaction



Recognition vs. Incentives

	Compensation: Salary & Variable	Incentives	Recognition
Who?	Everyone	Go-getter	Top Performers
What?	Monetary – Paycheck	Tangible Rewards/ Travel/Point programs	Social or Symbolic Awards
When?	Every week/ 2-weeks	As Behavior or Achievement Occurs	Periodic as Top Performers Emerge (usually annually)
How?	Privately	Visible – Bragging Rights	Public – Both customer facing & colleague facing
Perceived	Entitlement – Part of Employment Contract	Earned – Within Individual Control	Honors earned for contributions made & performance achieved



4 Keys to Successful Implementation



1. DESIGN



2. COMMUNICATE



3. MEASURE



4. AWARD

4 Keys to Successful Implementation

1. DESIGN

- ❑ Assist clients with performance metrics & thresholds (set a standard)
- ❑ Consider a tiered program



4 Keys to Successful Implementation

2. COMMUNICATE

- ❑ Program theme, website, digital campaign, print, etc.
- ❑ Keep program visible throughout the campaign



4 Keys to Successful Implementation

3. MEASURE

- ❑ Leaderboards are essential
- ❑ Participants need to know how they are doing



4 Keys to Successful Implementation

4. AWARD

- ❑ Design a custom award package that represents elite performance



Leaderboard Examples

Data Driven



SERVICE CENTER MANAGERS

JUNE

Monthly Award Winners

Update Posted: 7/2/2015

Next Scheduled Update: 8/3/2015

KEY  Dark blue highlighting represents winners for the Month
 No highlighting represents those that were clo
 * Disqualified participants not displayed.

Qualifiers

* All participants must be active in their role, at their measured SIC for the entire month to qualify.

Scoring: Max Scores (If goal is attained)

Safety: 20%

Customer Focus: 40%

Cost & Efficiency: 40%

Total Score: Sum of the 3 category scores. *Rankings based on Total Score.

SERVICE CENTER MANAGER

Area	Rank	LOC	Safety	Customer Focus	Cost & Efficiency	Total Score
Central	1	XSJ	18.0%	40.0%	26.0%	90.0%
	2	NBM	10.0%	40.0%	36.5%	87.0%
	3	XSP	20.0%	40.0%	25.0%	85.0%
	4	XCF	20.0%	40.0%	23.0%	85.0%
	5	XSF	20.0%	29.0%	25.0%	83.3%
	6	XME	10.0%	38.0%	32.0%	82.0%
	7	XPN	20.0%	37.6%	22.4%	79.9%
	8	XBV	20.0%	19.0%	40.0%	78.6%
	9	XDP	19.0%	39.0%	18.4%	78.4%
	10	LOO	20.0%	37.6%	19.8%	77.5%
East	1	NNW	20.0%	40.0%	39.7%	99.7%
	2	XCV	20.0%	32.0%	36.9%	88.9%
	3	NKX	20.0%	20.1%	37.8%	78.0%
	4	XAC	19.5%	26.3%	30.4%	76.2%
	5	XEG	10.0%	32.7%	32.7%	75.4%
	6	NLB	10.0%	40.0%	24.8%	74.8%
	7	XCL	10.0%	39.2%	25.0%	74.2%
	8	XAB	10.0%	35.0%	26.5%	71.5%
	9	XHG	10.0%	25.3%	35.9%	71.2%
	10	XSX	20.0%	20.0%	30.0%	70.0%
West	1	URE	20.0%	40.0%	36.6%	96.6%
	2	XOW	20.0%	29.0%	38.0%	87.0%
	3	UPO	20.0%	25.6%	40.0%	85.6%
	4	UST	10.0%	37.5%	37.4%	84.8%
	5	LDA	16.4%	28.9%	35.3%	80.6%
	6	XFG	20.0%	40.0%	20.3%	80.3%



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Considerations For Honor Club Awards

Symbolic

- Visible Levels of Achievement
- Real and Perceived Value
- Cultural symbols of elite performance and status
- Exclusive to winners



Examples:

Exclusive Business Cards | Custom Plaques | Engraved Pens | Custom Jewelry

Honor Club

- **Business Reasons for implementing an Honor Club**
 - Communicates performance expectations to your audience
 - Tracks and reports progress
 - Builds a tradition of winning and performance
 - Generates excitement through public celebration
 - ROI for program expenses



POLL: What's your current turnover in your sales organization?

- <15%
- 15-25%
- 25-50%
- >50%

How does this engage/retain employees

Cost of Turnover

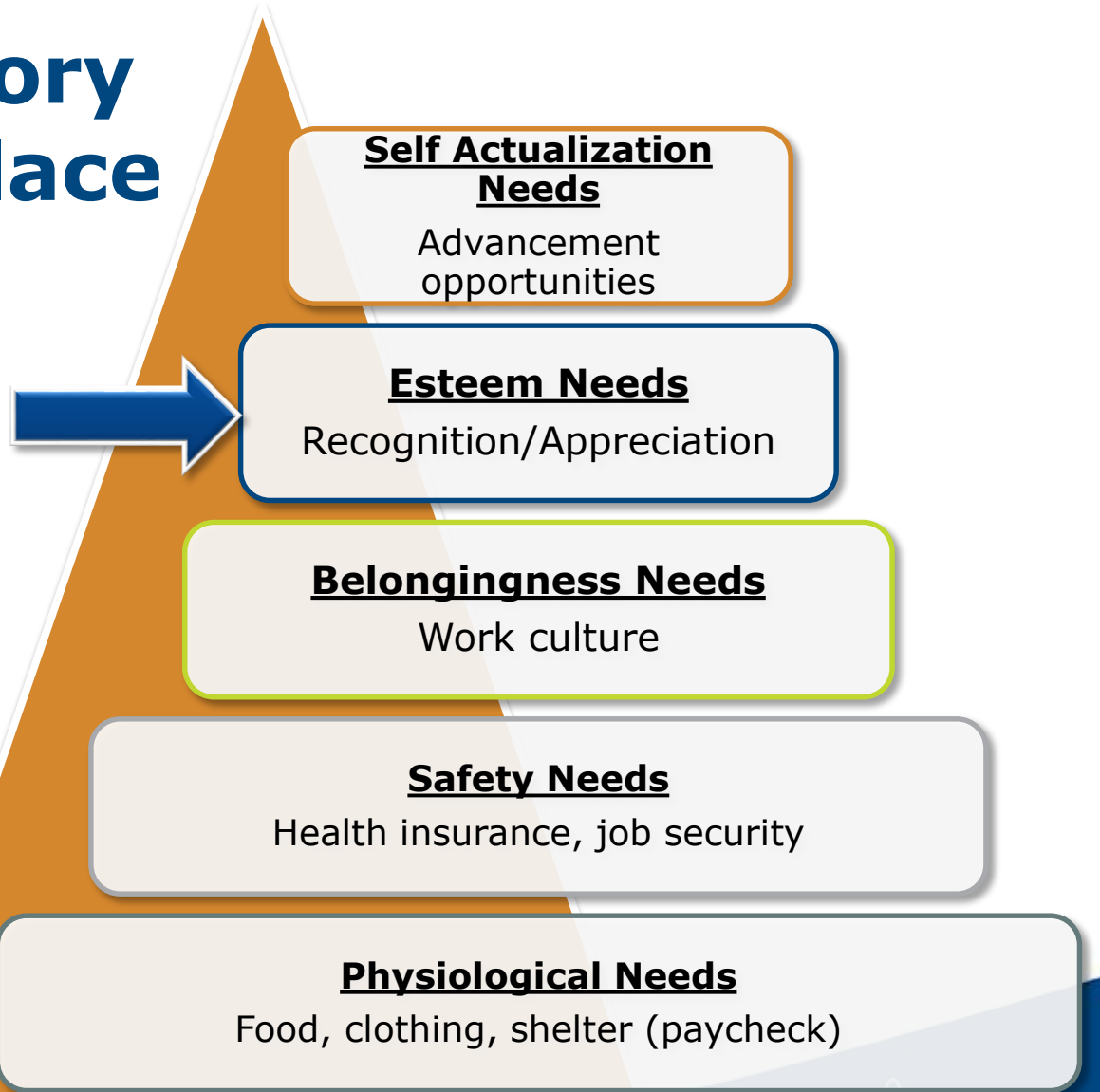
- 150% of salary to replace a salesperson
- Recognition engages

What do employees really want?

- compensation vs recognition



Maslow's Theory In the Workplace



What did we learn?

- **Honor Club** is an exclusive group of top performing employees recognized at the end of the year (calendar/fiscal)
- Recognition is based on **OBJECTIVE PERFORMANCE METRICS**
- HR's role as a **program advisor** for Honor Clubs
- Honor Clubs set **performance expectations and reduce turnover**



QUESTIONS



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