



**workrede**

The Modern Mobile  
Work Platform

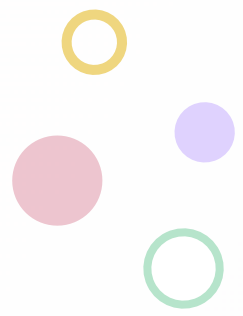


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Delivering Rewards and Recognition  
to the Modern Mobile Workforce

Workrede x Terryberry



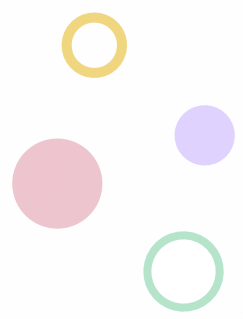


# Today's Objectives

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- Looking Forward – Recognition in 2025
- Aligning Recognition with Strategic Priorities
- What Recognition Could Look Like
- Modern Recognition | Elements of Success



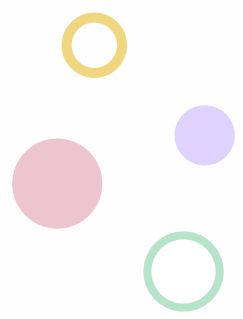


## The Problem

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“Mid-market and enterprise organizations struggle delivering rewards and recognition to their mobile employees.”

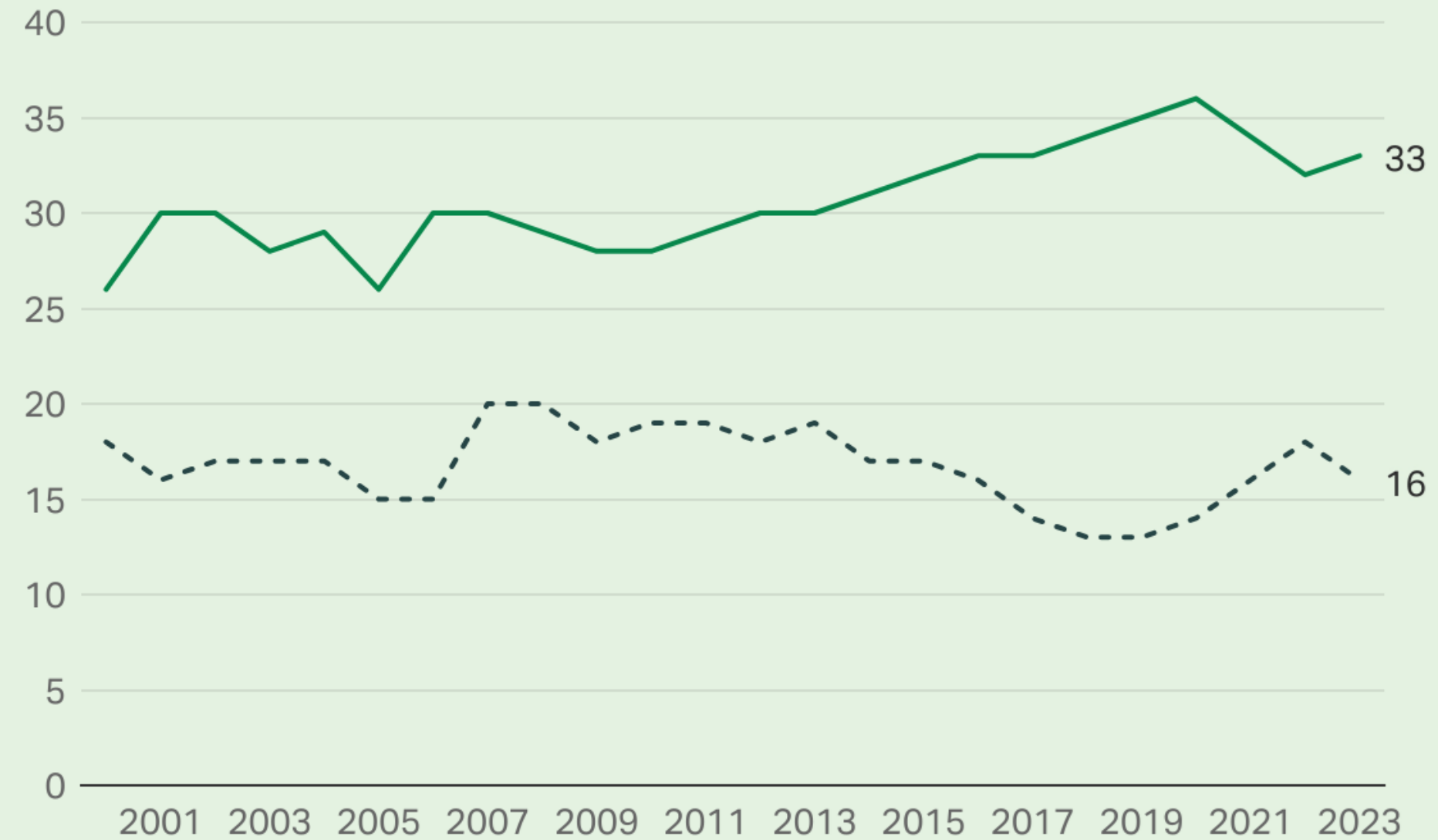




# There Will Be Winners & Losers

## U.S. Employee Engagement Trend

— % Engaged - - % Actively disengaged



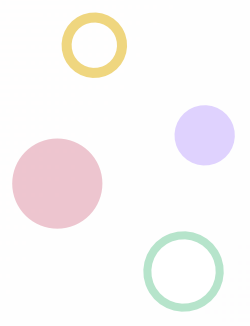
GALLUP



Over the past decade,  
the employee  
engagement and  
recognition industry  
has experienced more  
transformative  
advancements than  
in the previous  
**half-century.**







# Employee Recognition is Not Just a Feel-Good Gesture



**20x**

As likely to be engaged



**50%**

Less likely to feel burnout

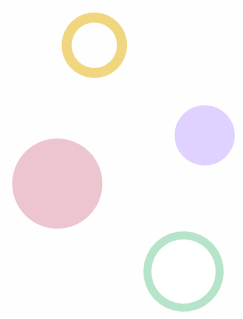


**22%**

Higher job commitment

**[Terryberry.com/roi](https://Terryberry.com/roi)**





# The Employee Experience



**44%**

report that being **valued for their individual contributions** is the biggest driver of belonging at work



**79%**

of employees departing an organization have **not been recognized** in the past 6 months



**45%**

of **well-recognized employees**, less likely to leave their job two years later



# Emerging Themes Headed Into '25



1. Centralization and Holistic Recognition / Engagement Approach
2. Manager Participation Will Be Mission Critical
3. AI Support
4. A Magnifying Glass Over the Employee Experience
5. Aligning with Employee Expectations





# A Holistic Approach to Recognition



## Formal

Career Milestones  
President's Club  
Corporate Values Awards



## Informal

Life Events  
Departmental Recognition  
Safety Accomplishments



## Day2Day

Peer-2-Peer  
Manager Spot  
Health & Wellness



# Manager Participation

### Recognition Rate

Avg. recognition sent per person

My team: 0 | Company wide: 0

### Points Awarded Rate

% of funded points awarded

My team: 0% | Company wide: 1%

### Points Redemption Rate

% of available points redeemed

My team: 0% | Company wide: 0%

### Login Rate

Avg. logins per person

My team: 0 | Company wide: 1

### Recognition Reminders

It's been **18 days** since you last recognized your team - send some recognition today!

Employee	Last recognized	Recognition type	Time elapsed
<input type="checkbox"/>	Hazel O'Connor	--	--
<input type="checkbox"/>	Jackson Miller	--	--
<input type="checkbox"/>	Landon Baker	--	--
<input type="checkbox"/>	Olivia Dubois	--	--
<input type="checkbox"/>	Omar Ortiz	--	--
<input type="checkbox"/>	Adela Hogg	Nov 4, 2024	Round of Applause 18 days
<input type="checkbox"/>	Evelyn Walker	Nov 4, 2024	Round of Applause 18 days
<input type="checkbox"/>	Sawyer Wright	Nov 4, 2024	Round of Applause 18 days

### Team Recognition

Out of 1 Recognition Sent Events, you recognized your team 3 times (accounting for group recognition) during this period. Here's a breakdown of the recognition you've sent to your team.

Adela Hogg	1 (33.33%)
Evelyn Walker	1 (33.33%)
Sawyer Wright	1 (33.33%)

### Engagement Leaderboard

Celebrate your team members who are leading the way for recognition activities:

Rank	Employee	Recognition ↓	Points
1	Adela Hogg	1	75

### Points to Award

Your team has **12,750 points available to award** for the current funding period:

Total points funded 12,750

- Awarded 0
- Available 12,750
- Expired 0

### Points to Redeem

Your team has a combined total of **20,190 points available to redeem**:

Landon Baker	1,500
Olivia Dubois	1,875
Adela Hogg	1,665
Jackson Miller	1,500
Hazel O'Connor	9,000

### Upcoming Team Birthdays

Omar Ortiz	Jan 13, 2025	Send eCard
Jackson Miller	Jan 20, 2025	Send eCard
Hazel O'Connor	Jan 27, 2025	Send eCard
Evelyn Walker	Feb 3, 2025	Send eCard
Adela Hogg	Feb 10, 2025	Send eCard

### Upcoming Team Milestones

Adela Hogg	Dec 13, 2024	25 Years	✔ Celebrated
Sawyer Wright	Feb 5, 2025	20 Years	

2:39
📶 🔋

Recognition

All Company

Patrick S  
about 1 hour

received a O  
Stevenson for

Thanks a million  
with your hard  
Ph.D. in aweso

Via Giphy

1 0

Applaus

Aurora C

### My Points & Awards

**5535 Points to give**

Gift Points and recognize your teammates

215 of 5750 Points given

Give Recognition

Give Points

**1500 Points to spend**

Redeem your points any time

Merchandise

Premium Catalog

Swag

**0 Awards to redeem**

We'll notify you when you're eligible to redeem your next award!



# AI Support

The screenshot displays a user interface for recognizing a team member. At the top, a user profile for 'Alan Rose' is shown. Below this, the 'Recognition Level' section offers several options: 'Shout Out', 'High Five' (selected), 'Life Event', 'On the Spot' (25 points), and 'Star Achiever'. A grid of recognition categories is visible, including 'Courage', 'Above & Beyond' (checked), 'Innovation', 'Collaboration', and 'Customer-Centric'. The 'Recognition' text area contains the message 'Alan - Thank for your help.' and a character count 'Max: 27/250'. At the bottom, there are icons for 'Recommend Improvements', 'Images', and 'Add a GIF', followed by a large blue 'Recognize' button.

**AI suggested message (Optional)**

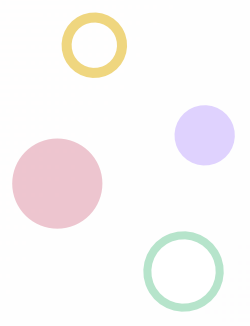
Alan - Thanks for always going above and beyond with your help! You're like the superhero of support!

Use this text   More Professional   More Casual   More Friendly   **More Funny**

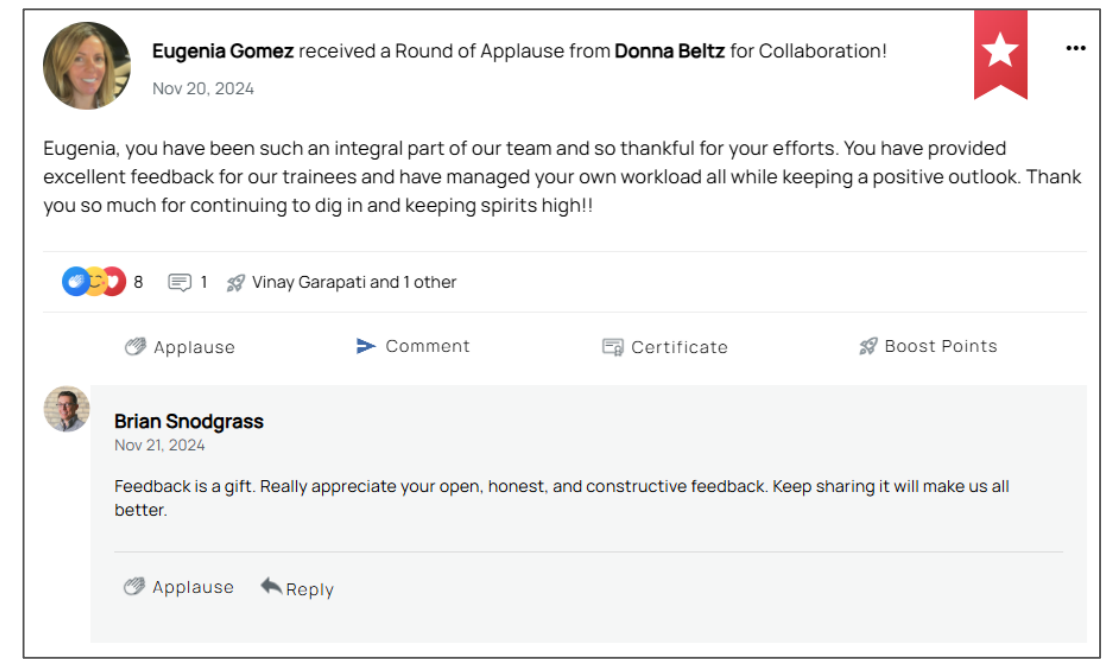
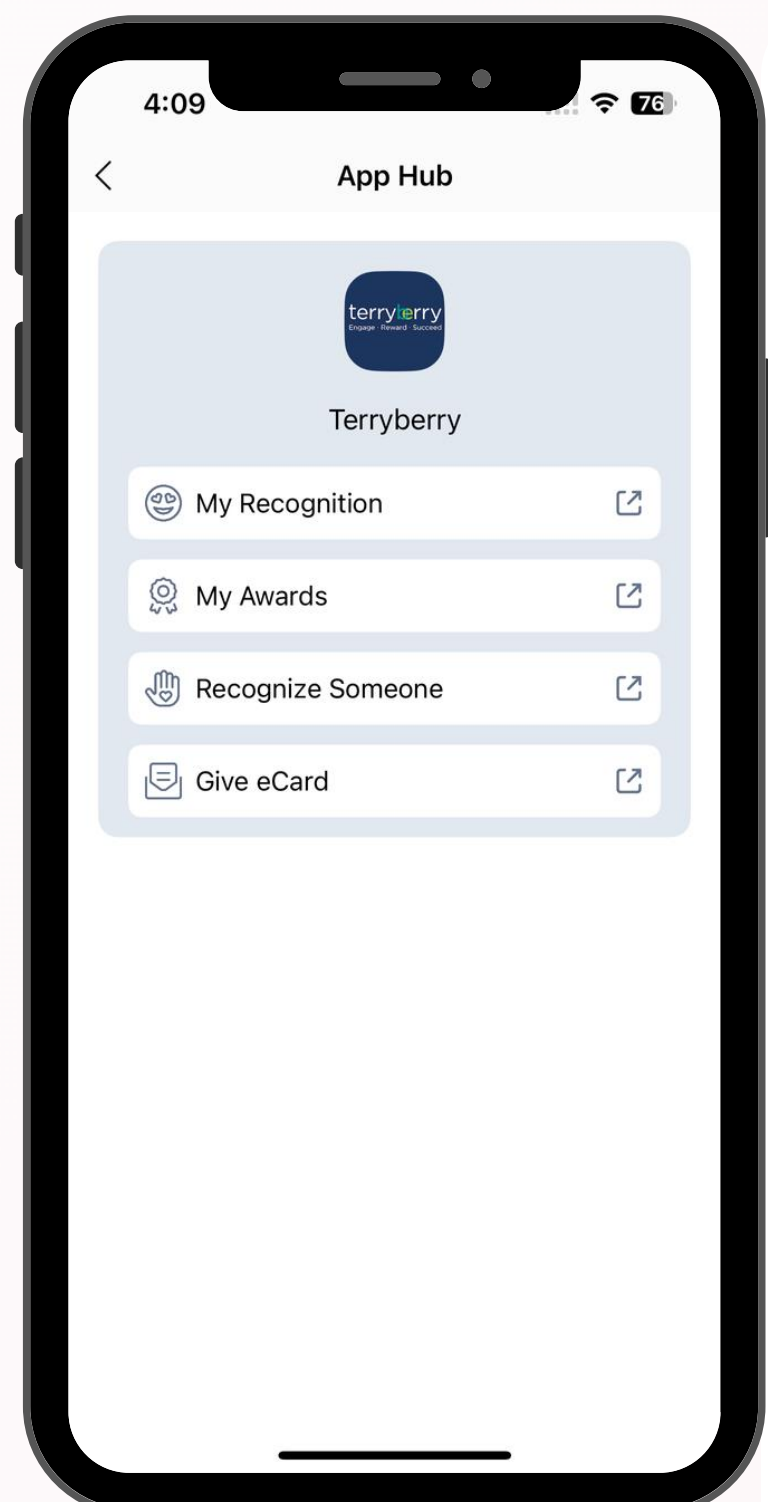
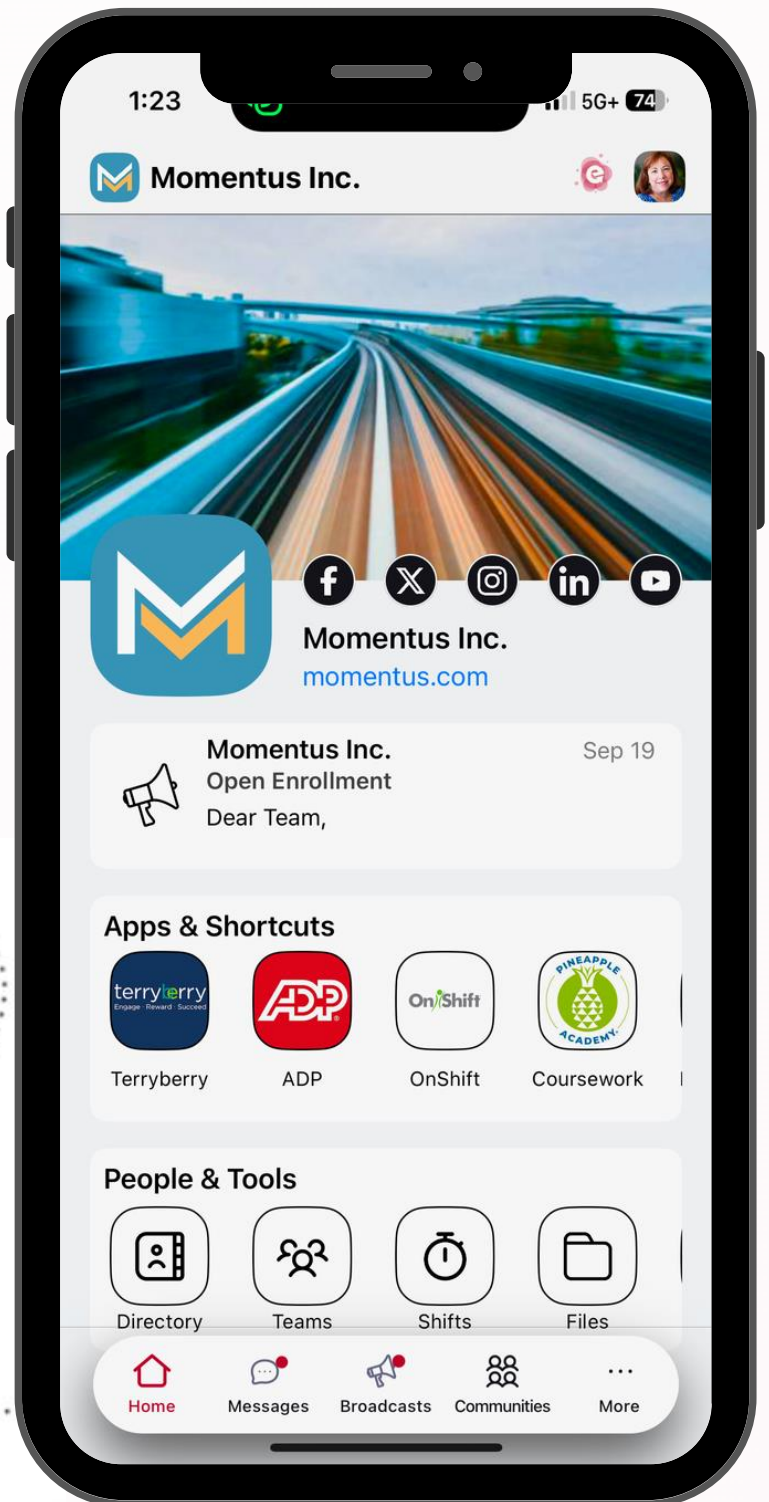
More Emoji   More Concise







# Your Employees Digital Front Door





# Offline Methods of Delivery



**Certificate**  
Of Achievement



**terryberry**  
Engage · Reward · Succeed

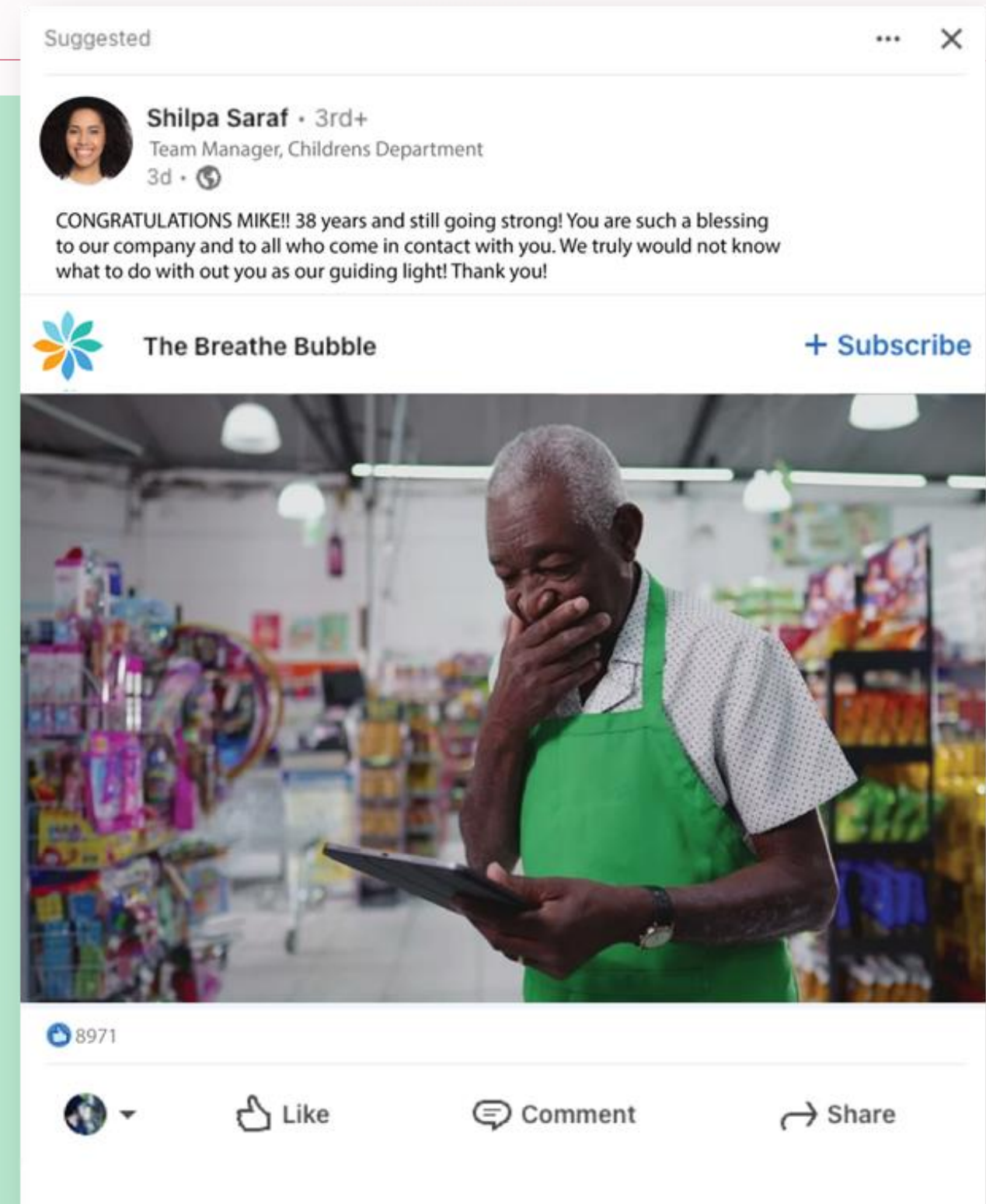


**Eugenia Gomez**  
Has Received a Round of Applause for

Eugenia, you have been such an integral part of our team and so thankful for your efforts. You have provided excellent feedback for our trainees and have managed your own workload all while keeping a positive outlook. Thank you so much for continuing to dig in and keeping spirits high!!

**November 20 2024**  
Date


**Donna Beltz**  
Recognized By




Suggested




**Shilpa Saraf** · 3rd+  
Team Manager, Childrens Department  
3d · 🌐

CONGRATULATIONS MIKE!! 38 years and still going strong! You are such a blessing to our company and to all who come in contact with you. We truly would not know what to do with out you as our guiding light! Thank you!

 **The Breathe Bubble** [+ Subscribe](#)



👍 8971

 Like  Comment  Share





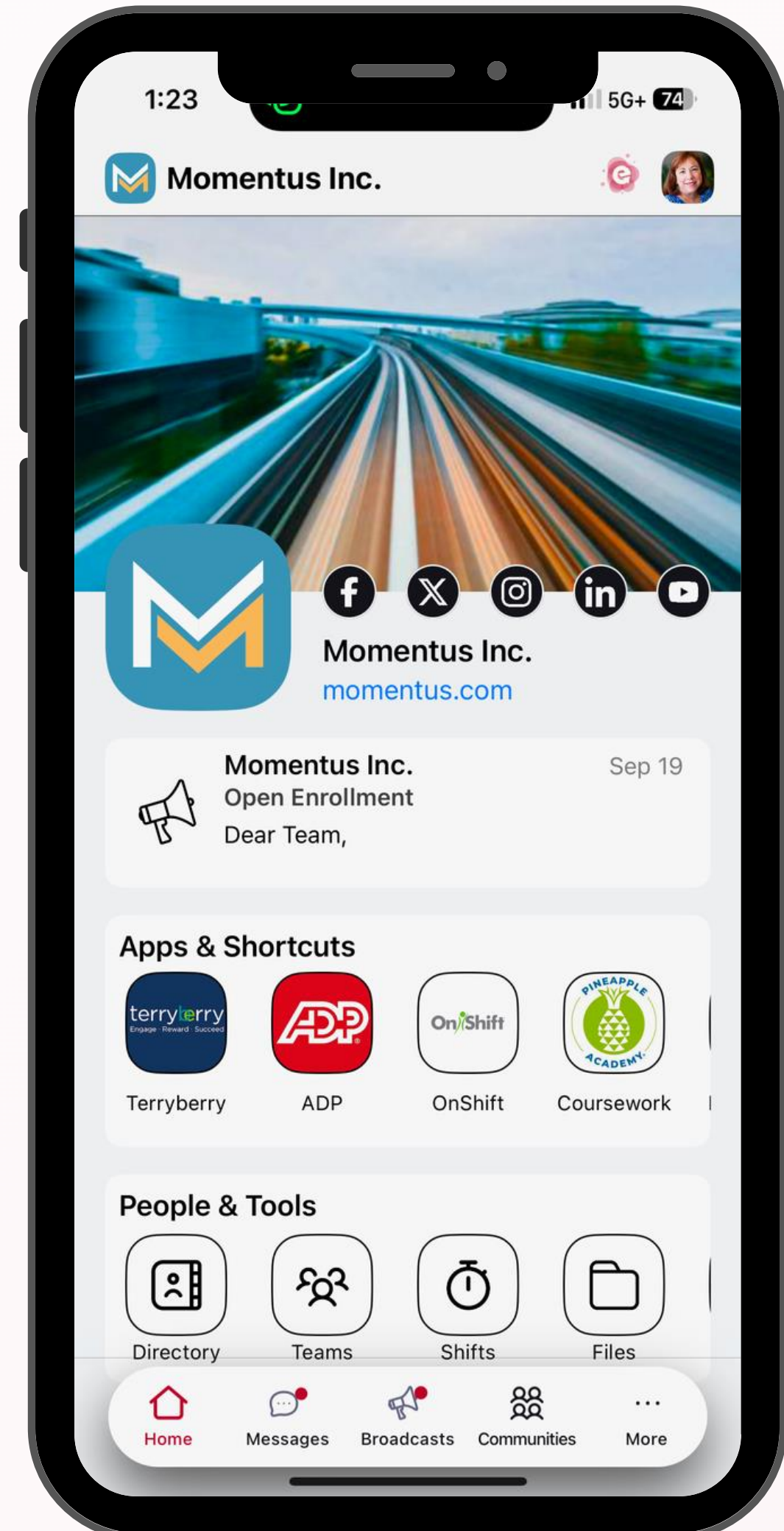


# workrede

## The Modern Mobile Work Platform

One Partner, One App to Bridge the Gap to Mobile Work-force and Work-community Success

Workrede is a modern, mobile purposefully built platform to create a single point of access for mobile employees enabling operational efficiency via a variety of customizable features. Workrede helps create a "one stop shop" for the mobile workforce.



# Engagement & Communication

If people matter most in your business, then communication and collaboration should be the lifeblood of your organization.



## Messages

Team conversations, v chats, and direct messages.



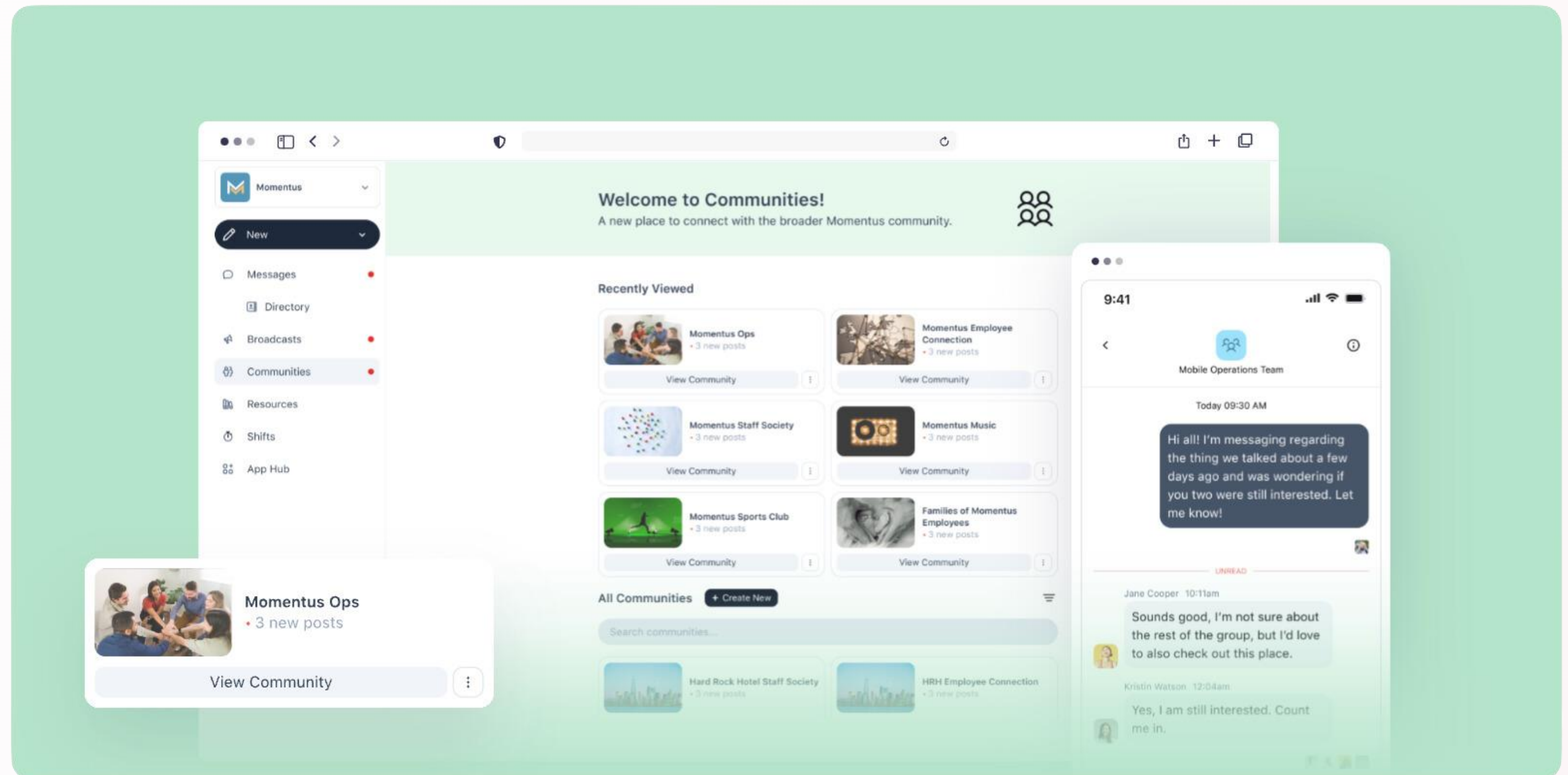
## Broadcasts

Leadership communications and company updates.



## Communities

Collaboration should be the foundation of your organization.



INTELLIGENCE

# Workforce Intelligence & Generative AI

Ask natural language questions of your data, get always-on AI assistance, and generate a comprehensive view of your mobile workforce engagement.



## Docs & Forms

Training, policies, and processes – right at your finger tips.



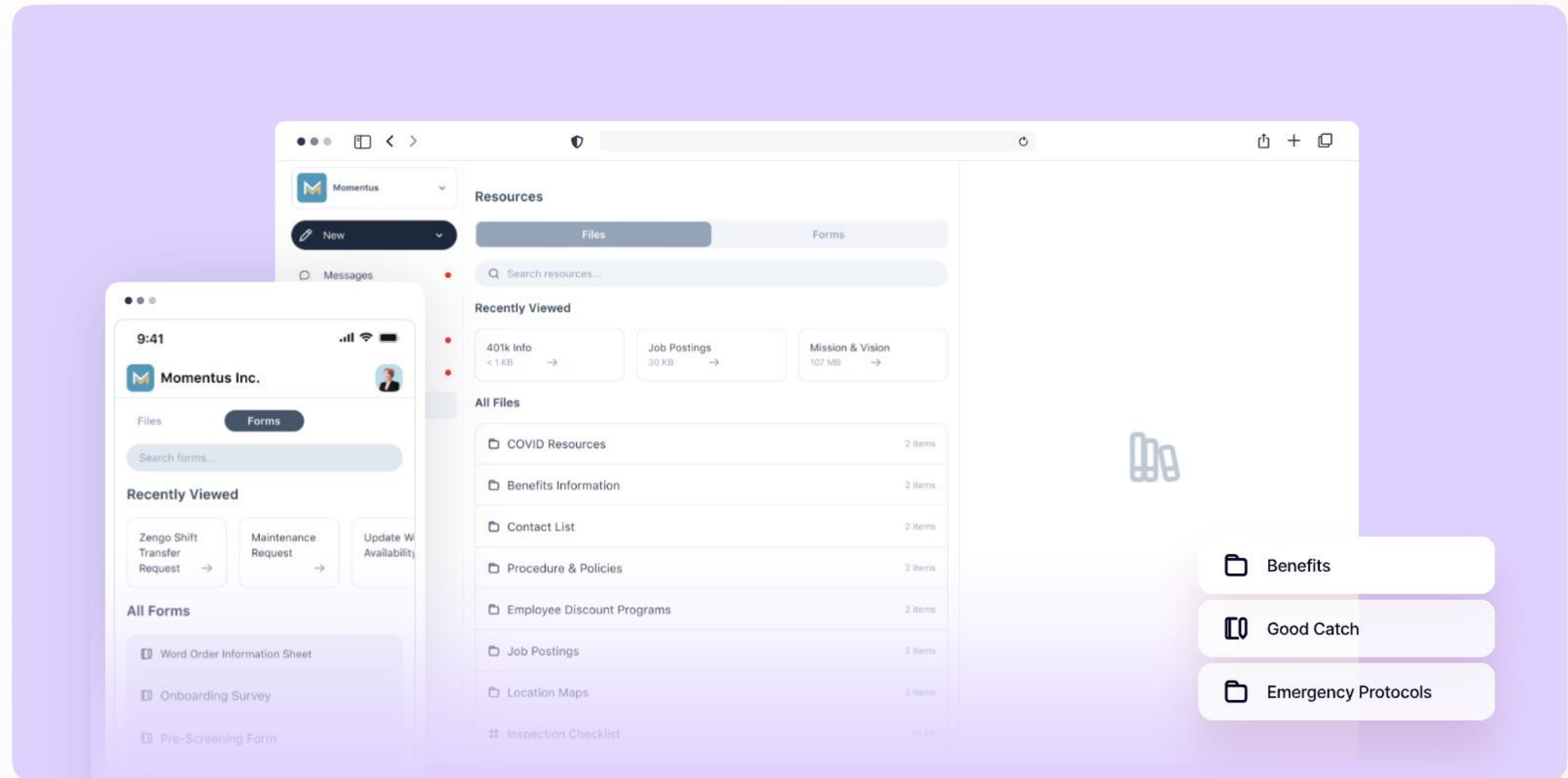
## Smart Messages

Scheduled messages triggered at the right time – at scale.



## App Hub

All the apps your workforce needs – all in one place





AUTOMATION

# Smart Automation & Workflow

Your mobile workforce needs everything in one place - and here it is. Integrated automation and workflows to create new levels of efficiency and productivity.



## Workforce AI

Analysis beyond charts and graphs – ask the deeper questions.



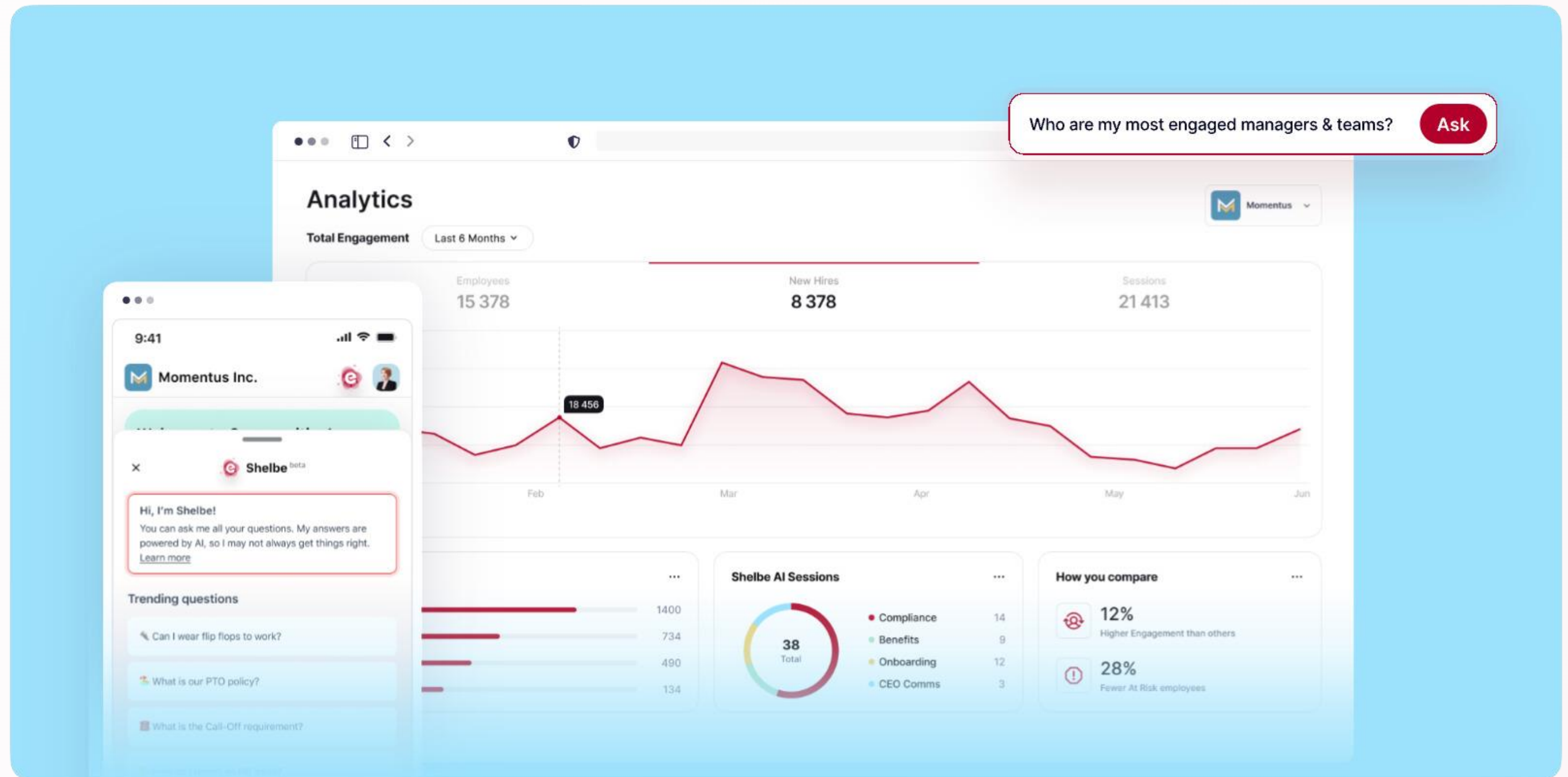
## Shelbe AI

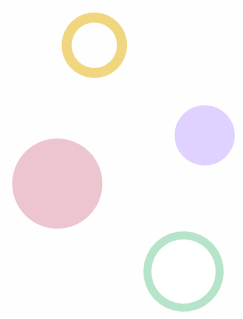
Your company's 'always-awake' HR expert



## People Data

Automated change of people roles, permissions, delegation and identity





# Case Study: Hard Rock Hotels & Casinos



## Challenge:

- Communication was a top 3 challenge as reported by employees
- Myriad of social platforms, disjointed, unsponsored, unfiltered and uncoordinated
- No globally scalable, single point of access technology for employee engagement or optimization

## What Workrede Provided:

- Workrede standardized connection of every employee AND every manager – maintained the relationships and created relevant information and communication to every employee
- These structured connections enabled optimized team communication and shift changes, which helped the company stay agile under a variety of operating circumstances such as; weather, convention staffing, VIP events, and especially during the pandemic.
- Enabling smooth operations post pandemic at 70% of original staffing levels for new site
- **Delivering Terryberry rewards and recognition with 82% engagement on the Workrede highway**
- Workrede is now used by 27,000 employees across 19+ Locations

"The majority of team members don't have access or use email... it's not effective or efficient to call 20,000 people whenever we have an update. From a training and engagement standpoint, I don't know what I would do without Workrede."

- Meaghan Ryan, VP Human Resources

**90%**  
Adoption  
Rate

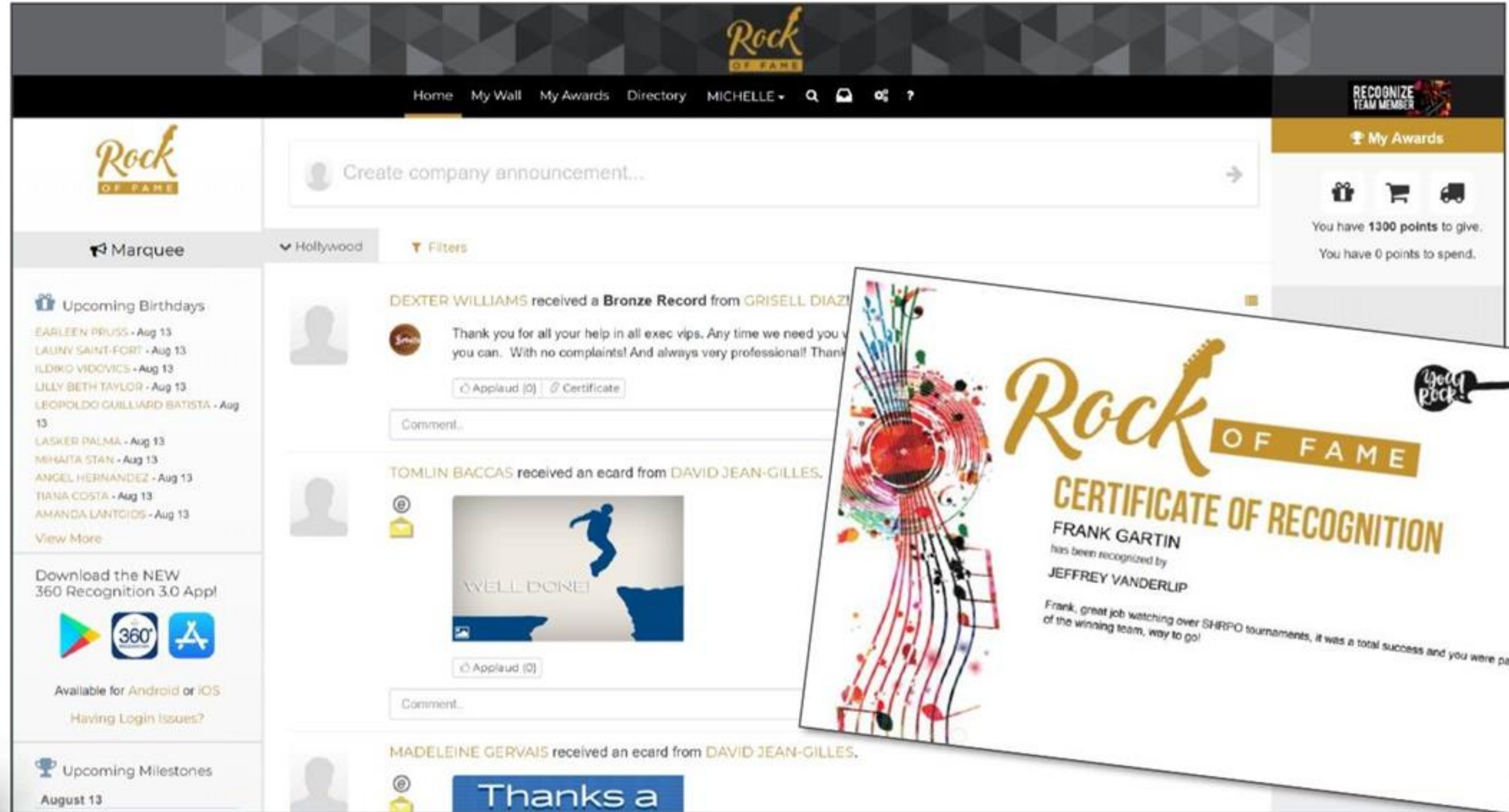
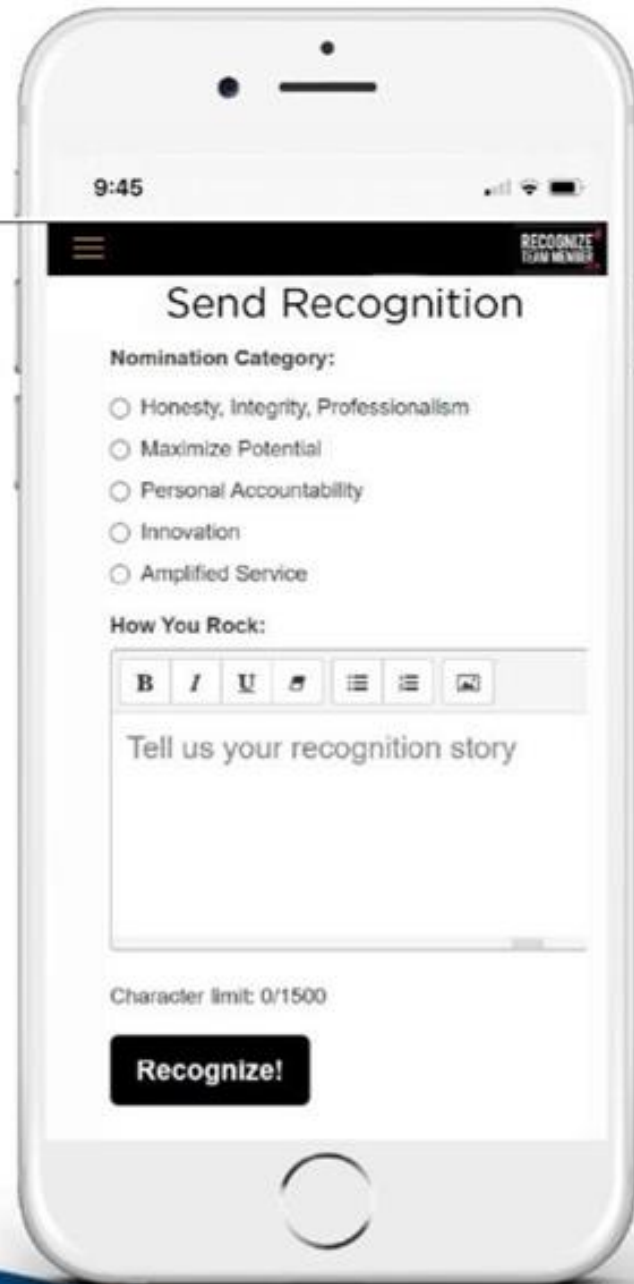
**27K**  
Employees  
Connected

**10Y**  
10 Year  
Relationship





# Building the Hard Rock Culture through Recognition + Communication





# Unlock engagement for your Mobile workforce with Workrede x Terryberry.



**Received Broadcasts** 1 Read All View: Recent ▾

Search all broadcasts

- Momentus Inc.** Sep 19  
Open Enrollment  
Dear Team, We are pleased to announce that the Open Enrollment period is now officially open! This...
- Momentus Inc.** Sep 5  
Mandatory Training Video – Please Complete by 9/12/24 <sup>17</sup>  
Hi Team, I hope you're all doing well! As part of our commitment to delivering the best dining exp...
- Momentus Inc.** Sep 5  
Mandatory Training Video – Please Complete by 9/12/24 <sup>17</sup>  
Hi Team, I hope you're all doing well! As part of our commitment to delivering the best dining exp...
- Robin Kelly** Aug 22  
Flu Shots Today!  
Hey team, Make sure to get your flu shot today in the break room! Be safe, Robin
- Bob Jones TEST** Jul 18  
Bring your child to work day  
We are excited to announce that we will be participating in Bring Your Child to Work Day tomorrow. ...

September 19th 2024 at 4:03:22 pm

**From:** Momentus Inc.  
**Sent to:** Momentum Inc. ⓘ  
**Subject:** Open Enrollment

Dear Team,

We are pleased to announce that the Open Enrollment period is now officially open! This is your opportunity to review your options and make changes to your benefits for the upcoming year.

**Key Details:**

- Enrollment Dates: October 1 2024 - October 21 2024
- Benefits Offered: Health, dental, vision, life insurance, and more.
- Resources Available: Detailed plan information, comparison tools, and FAQs can be found in the [Enrollment Guide.pdf](#)

Please take the time to review your options carefully. If you have any questions or need assistance, please reach out to us by responding to this message.





# Workrede + Terryberry



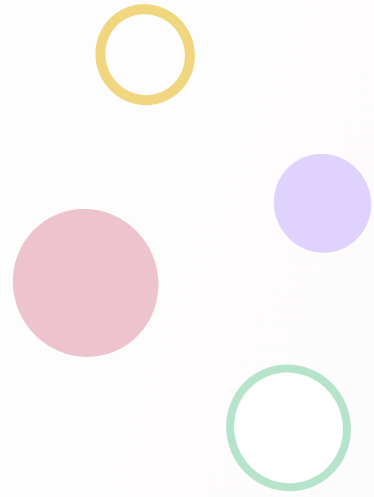
**Thor Hunter**  
**Sales & Marketing Enablement Mgr**  
**Workrede**

With 10+ years experience in the world of enterprise software. In his career he has split time between the Fortune 500 and startup environments. Regardless of role or client, he always brings his passion for solving complex challenges.



**Colin Balas**  
**Strategic Account Exec**  
**Terryberry**

With 15+ years of experience in the Employee Engagement industry, Colin has helped companies around the globe launch effective engagement solutions. Colin currently specializes in working with Terryberry's large non-desk employer sectors.



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Work Platform

