

People & Culture Insights

Terryberry Product Spotlight Webinar

February 27, 2025



terryberry
Engage • Reward • Succeed



Presenter

Brad Sytsma

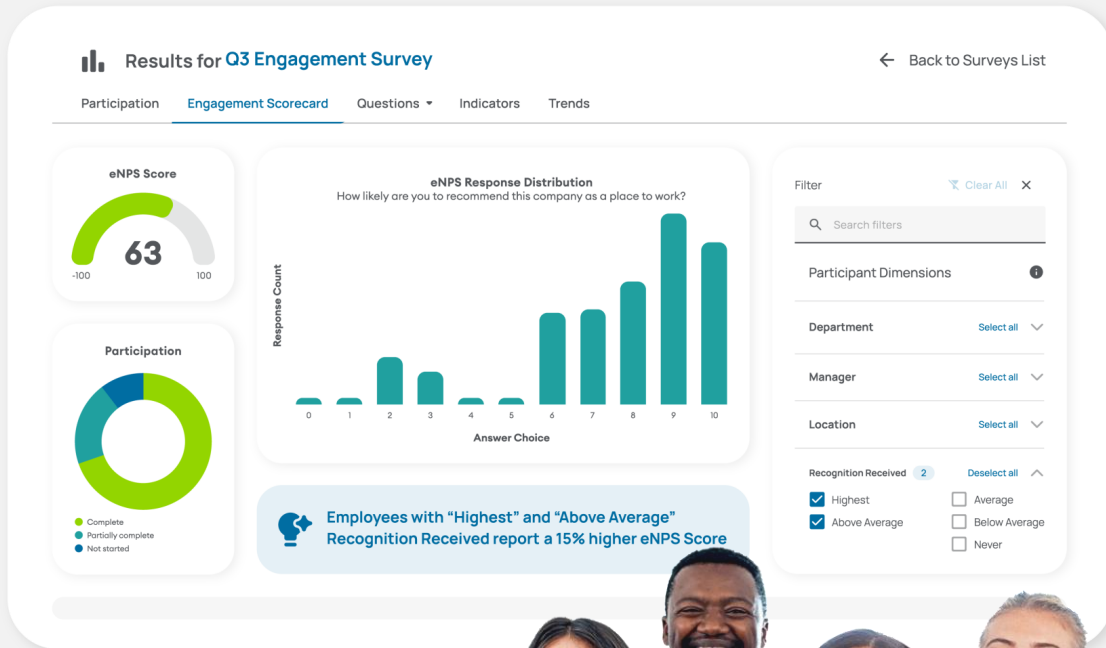
Product Manager, Be Recognized
Terryberry



Presenter

Travis Poppleton

Product Manager, Be Heard
Terryberry



Key Features

- 1. New Manager Dashboards** for driving a recognition culture that moves the needle
- 2. New Engagement Scorecard** with workplace culture health metrics that go beyond login rates
- 3. New Survey Library** built on scientifically-validated research to measure recognition, wellness and rewards' impact

Introduction

Terryberry's holistic approach to employee engagement

1.) Celebrate **achievements** through meaningful recognition

What is your role in creating a culture where great work - big and small - is recognized?

2.) Investigate **workplace trends** with people & culture insights

What are the "weakest links" in your company culture?
How do you identify the severity of the problem?

3.) Elevate **culture** with decisions that drive business results

What methods can you use to make sure you're adding value?

Are you improving what you're doing and adding what you need to?

1st Poll

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What is your biggest challenge when launching engagement programs?

1. Low participation rates
2. Limited visibility into program impact
3. Lacking onboarding guides to technology
4. Time constraints limiting employee input
5. Budget constraints causing rushed programs
6. Limited reach across different groups



2nd Poll

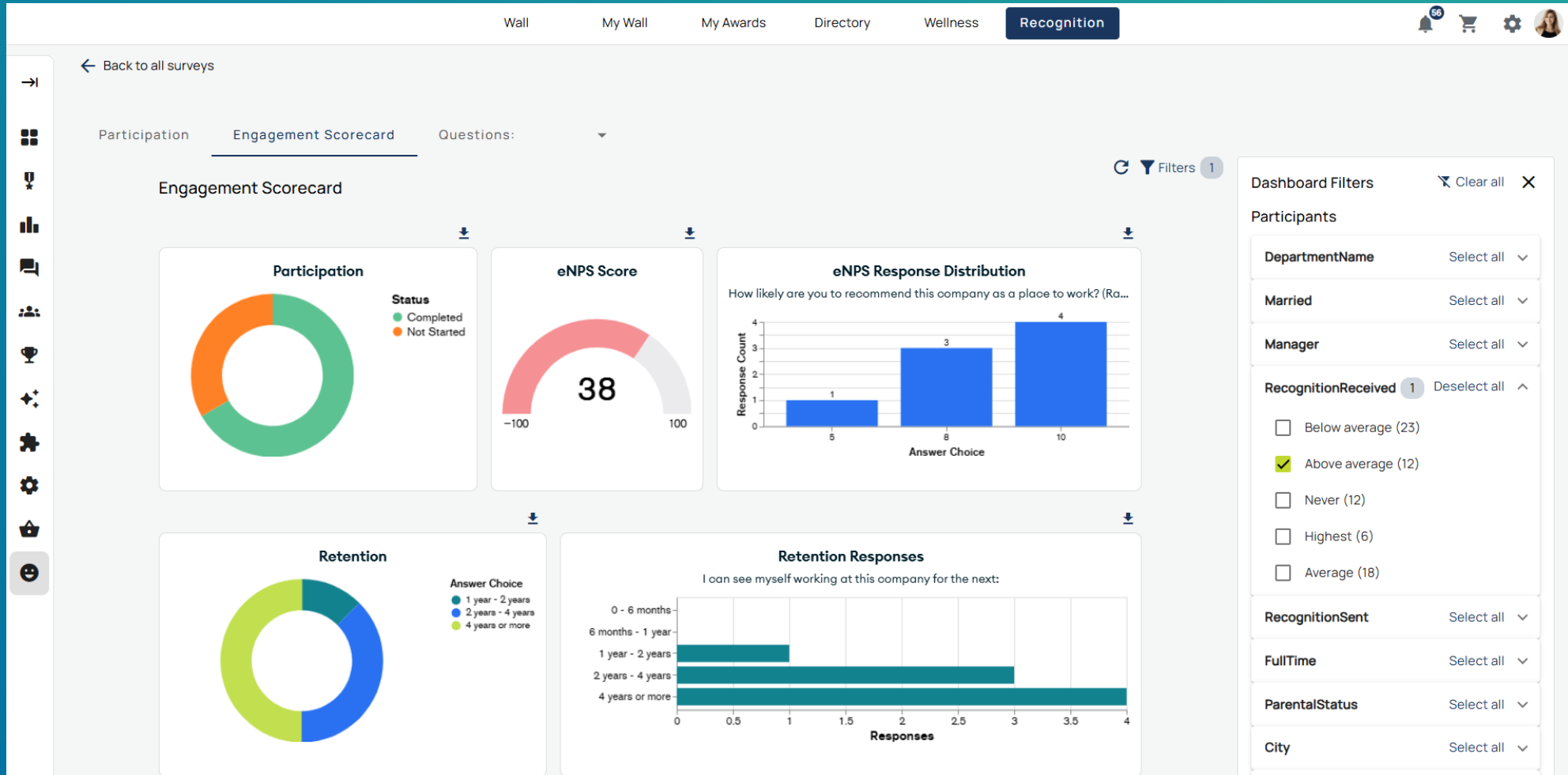
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Which factor is most holding back engagement in your organization?

1. **Empowerment** - Employees lack authority to make decisions or access resources needed to succeed
2. **Leadership** - Actions don't match words, creating trust issues and undermining cultural initiatives
3. **Equity** - Recognition and opportunities aren't distributed fairly across all teams and employee groups
4. **Wellbeing** - Workplace demands regularly exceed capacity, leading to burnout and decreased productivity
5. **Purpose** - Employees struggle to connect daily work to meaningful outcomes or company mission
6. **Belonging** - Team members don't feel they can be authentic or that their unique perspectives are valued
7. **Uncertain** - We lack clear data on what's truly impacting our engagement levels

Engagement Scorecard

2nd Product Demo



3rd Poll

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How mature is your current recognition program?

1. We have formal recognition, but it's mostly manual
2. We use an automated recognition platform
3. We only have service awards and are satisfied
4. We only have service awards and want to expand
5. We have no recognition program but want one
6. We don't prioritize formal recognition



Survey Library

3rd Product Demo

Template preview



Survey Introduction

Please complete the survey by answering the questions that follow. If you need to take a break, simply close your browser window and come back here to pick up where you left off.

1. On a scale of 0 to 10, how likely are you to recommend Berry Enterprises Together as a workplace? *

Select one:

0 1 2 3 4 5 6 7 8 9 10

Not at all likely

Extremely likely

2. The work that I do is important. *

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

3. I have a meaningful job. *

Device

Desktop

Tablet

Mobile

Use Template →

Questions?

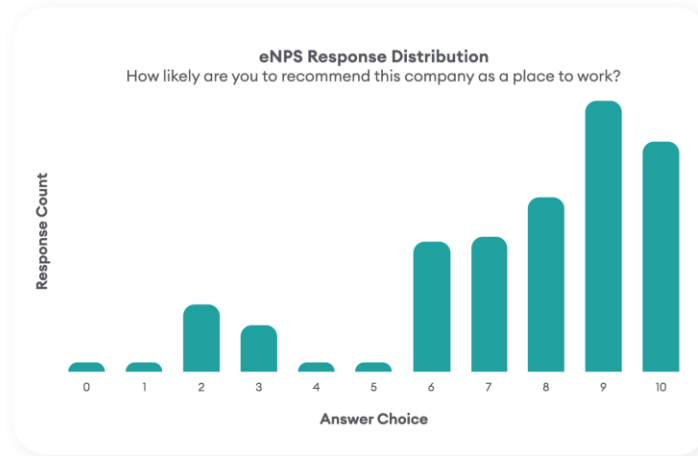
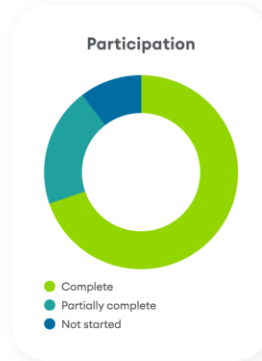
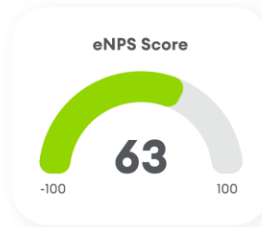
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Results for Q3 Engagement Survey

[← Back to Surveys List](#)

Participation **Engagement Scorecard** Questions ▾ Indicators Trends



Employees with "Highest" and "Above Average" Recognition Received report a 15% higher eNPS Score

Filter [Clear All](#) ×

Search filters

Participant Dimensions ⓘ

Department [Select all](#) ▾

Manager [Select all](#) ▾

Location [Select all](#) ▾

Recognition Received **2** [Deselect all](#) ^

- Highest
- Above Average
- Average
- Below Average
- Never



Thank You!

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