

Non-cash reward plans can provide outstanding results when effectively designed with appropriate measures and follow up analysis, is communicated, embraced by managers and supervisors, is part of employee training plans, and supported by top management. These plans can be effective from a tactical and strategic perspective. The focus can be on specific concerns or issues like safety, attendance, productivity, sales, quality, or training completion. These programs can be connected to corporate goals and strategy. Specific activities and behaviors along with specific measurable results that result in achievement of the corporate mission can be driven by a non-cash reward /recognition program.

Key to the success of any program is development of a communication plan. Typically, a total campaign will be developed to include pre-launch, launch, and then ongoing communication which may include employee brochures and catalogs, posters, table tents, ceiling dangles, scratch cards, recognition such as point statements, and promotional products. Regular meetings on a monthly basis with discussion regarding goal achievement and a recognition component serve to raise awareness.

To achieve success with a program, it is essential that managers and supervisors understand and support the program. Training is essential and typically a train the trainer process is put in place so there is clear understanding of how the program works and their responsibility. Ideally, these programs should serve as a management tool, allowing for increased interaction and engagement between supervisors and employees.

The technology component of these reward programs allows for easy tracking and reporting of activities, behaviors, and rewards and provides easy access for training components, quizzes, and surveys.

Analysis of the program at quarterly and year end points assure that the programs is doing what is necessary and can provide an ROI component.