

THE IMPORTANCE OF RECOGNIZING SERVICE



It is often surprising how many businesses do not have a length of service awards program in place.

Awarding someone for the time they have dedicated to your company is the simplest form of recognition and is a pillar of employee morale and retention for any business.

Nowadays, you are seeing fewer and fewer people staying at one place of employment for 30 years.

During the days of our fathers and grandfathers, strong employer/employee relationships kept employees loyal to the company. Many were happy to have positions and would not dare to venture away from their company with the esteem that “It might be better somewhere else, but I know it’s good here.” Maybe the 30 year employment is a thing of the past, and nowadays would be considered an anomaly, but strengthening the relationship with your employees by simply thanking them for the time they have spent with your company should not be dismissed.

With the state of the economy hanging in the balance, employees are even more concerned with the best decisions they can make for themselves and their families regarding employment. If they do not feel

recognized and appreciated, they are much more likely to try to find a place where these characteristics are important to the employer. If an employee feels appreciated and that the company is dedicated to them, they are likely to reciprocate that loyalty to their employer by staying with the company longer. Employees want to feel that their service is valued in order to validate their decision to stay put. Giving a year of service award is a meaningful way to do this.

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RECOGNIZE

GIVE A GIFT THEY'LL APPRECIATE

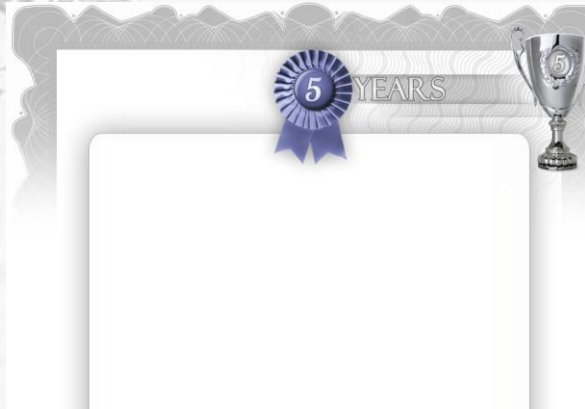
Studies have shown that companies that set high standards of employee engagement through any type of recognition financially outperform their competitors. This can translate into a number of things, but most certain of all that it is very worthwhile to consider a recognition program for your employees. Small, medium, or large budget, a recognition program is vital to the success of your company.

Years of service awards are a great way to revitalize an employee who may have already or is becoming burnt out. It's a way to get them excited about being with your company again, and to give them something to look forward to as their anniversary date approaches.



Giving a gift that means something to you and your employee is challenging, but necessary. While giving gifts of logoed merchandise is nice, there is something about giving a personal gift of choice to the recipient. Most people are not necessarily dying to put up a clock with their company logo on it in their house (it might not match the décor!) BUT if you give them a choice, they will look at their gift for years to come and say "I got to choose this stereo as my 5 year anniversary award."





Personalize the gift to them by sending a special message through email with a theme that signifies the years they have been with the company along with your logo. They'll appreciate the thought of any kind of gift, but especially that it comes with a choice, a message, and a reminder of the company they love to work for.

The amount you spend on them is concealed. Your employee can choose from a wide variety of gifts in the price point you choose, inclusive of shipping. This way you know they will appreciate and love their gift because THEY are choosing it.



Loyalty is hard to come by these days, so be sure to show that their length of service and dedication is not lost on you. Propel their spirits and their loyalty even further by giving a gift of choice and thanks. Now the choice is yours of when to begin.



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