

## Recognizing Milestones

### Benefits

Service awards recognize the great work team members are doing while boosting their engagement with your company. Done right, service awards send powerful messages to the recipients, their co-workers, and the company. These awards say, "This organization respects dedication and commitment. We value you and your work." Service awards contribute to greater engagement, improved retention, and better performance.

### 10 Best Practices for a GREAT Service Awards Program

**1. Ensure Timely Recognition And Notification of Service:** It's always best to make a rewards presentation on or near the actual anniversary date or the event being recognized. Leaders responsible for planning and timing service awards presentations should think of them as they would life events celebrated outside the company.

**2. Engage Most Meaningful Leader For Recognition Experience:** Studies have proven that the most meaningful recognition comes from one's direct leader. Leaders are most closely connected on a day-to-day basis with team members and have intimate knowledge of employee skill sets, competencies and deliverables.

**3. Present with Flair: Make The Moment Memorable:** A personalized presentation by the team member's leader given in an individual setting or team meeting.

**4. Provide Choice: A Reward For One May Not Be A Reward For Another:** Team members want choice, value and brands they trust. For service recognition, many team members also value items that reflect the corporate image in some way. Best practice programs find a way to incorporate all elements.

**5. Deliver A User-Friendly Process For Gift Selection:** A unique and memorable experience including customized and personalized website and greetings.

**6. Equip Leaders With The Right Tools:** Keeping leaders informed of upcoming anniversaries, as well as providing best-practice presentation tips, celebration guidelines and sample scripts. This best-practice may sound like common sense, but again, it's crucial to the delivery of consistent service recognition throughout the company.

**7. Reflect Your Corporate Brand And Image:** Your company is unique. Your people are unique. Service recognition is a time for reflection and introspection, company brand should be incorporated throughout the experience.

**8. Incorporate The Personal Touch:** While good service awards programs will include a personalized service recognition certificate, best practice programs take it further by personalizing the entire recognition experience.

**9. Truly Celebrate The Major Milestones:** Doing something extra at 10, 20, 30, 40 and 50 years of service. Just as some birthdays are celebrated differently, major milestone service anniversaries should also include a "step up" celebration element. Many organizations are celebrating 1 year of service as a new best practice.

**10. Integrate With A Broader Recognition Strategy:** Service awards are the foundation for a more comprehensive recognition strategy. A best-practice service awards program is an important first step toward establishing a culture of recognition.

