

Gain more loyal employees through awards and incentives activities.

Awards and incentive programs can improve performance and motivate employees to increase sales, reduce accidents, boost productivity and give customers better service. In 1994 Baylor University randomly surveyed 1,500 people, asking their opinions regarding employee awards and incentives.

THE RESULTS

Survey recipients were asked to rate how most employees feel about awards and incentives. The TRUE statements are those with which respondents agreed; the FALSE statements are those with which they disagreed.



TRUE

- Employees like awards and incentives.
- Employees are motivated to win the awards.
- Employees work hard to win the awards.
- Employees encourage each other to work.

FALSE

- Employees are not interested in the awards or incentives, so the program has no impact on their behavior.
- Employees do not believe they have a chance to win toward awards and incentives. an award or incentive, so they don't even try.

Survey respondents also listed the reasons they believe award and incentive programs sometimes fail. The top two reasons for program failure are: Employees are not involved in the planning process. Employees lose interest in programs because they are not given timely feedback.

Drive Sportswear and Promotions

... the driving force in the promotional products industry.

To learn more about how you can maximize your return on investment, please contact Ryan or Len at 403-517-0020 today.

