

# Cheers to YOU

## A day in the life of a service award recipient

Imagine that one of your employees has reached his twenty-five year anniversary today - let's call him Chris. Chris has had many roles over the past two and half decades and he's accomplished a lot. He's watched new products fail and other innovations change the industry. He even developed his own legacy (always remembered as the guy who did that amazing thing back in 1997!)

Steve Huffman, Vice President, Recognition Services, BI WORLDWIDE

Today is his twenty-fifth anniversary. His expectations are going to be high. How will he be recognized for his hard work, sacrifices and contributions?

This is your moment to galvanize his loyalty; your opportunity to shape him into an enthusiastic ambassador and mentor for future long term employees. What you do for Chris will show him, and all of his peers, how much - or how little - you value dedication and loyalty.

(We'll give you a hint. This is not the time to give Chris a \$300 gift card or a canned letter congratulating him on his anniversary.)

THIS is the time to celebrate Chris.



Chris receives an email with a link to your company's recognition and reward website. He clicks the link and notices a new section has appeared, telling him today is his twenty-five year anniversary. He's curious... his expectations start to rise...his chest fills with energy. He clicks and finds himself looking at a Celebration Page, personalized for him. He's never seen this before. It's full of things that are all about this day... HIS twenty-fifth anniversary.



He notices a video towards the top of the screen so he hits play. It's the CEO. The video looks like it's been taken with a cell phone. It goes like this:

"Chris, I wish I could be there in person to honor your 25 years with our company. Unfortunately, I have to catch a plane. I wanted you to know I was thinking of you this week. Even though twenty-five year anniversaries are not uncommon at our organization, they are extremely rare everywhere else. I want you to know that I truly value all of your hard work, contributions and support over these past twenty-five years - especially that thing you did back in 1997.

You'll find on this Celebration Page a link to some award selections. Please - pick whatever you'd like and accept it as a small token of our heartfelt appreciation for everything you have done for our company.

**You earned it.**

"Wow!"

One single word chokes it way past Chris' lips. "Wow!"

I can't thank you enough, Chris, for the past twenty-five years. Have a wonderful day today."

I also encourage you to click on the Recognition PURL you received BUT... I want you to promise me something. Don't open the PURL until you can do it someplace where you won't be interrupted. I want you to revel in the feedback you've received from all of the people you have touched over the past twenty-five years - people who believe in you, respect you and honor you.

"Man, I love this company"

Chris searches for the award offerings - there's so much to choose from. He decides to wait to make a decision until he talks to his wife. This is a choice he wants to share with the person who unconditionally supported him over the past twenty-five years.



Chris sees the PURL link but he decides to wait until lunch to click on it, honoring his unspoken promise to the CEO to find a quiet moment to review it.

"Lunch can't come fast enough."



A few hours later, his stomach reminds him that it's lunch time - but food is not on his mind. He opens the PURL. There's another video; it's his supervisor.

"Chris, it's my privilege to present you with the following comments, pictures and videos submitted by the people who have loved and respected you these past twenty-five years. It goes without saying; we are all grateful for your hard work. Please enjoy these humble words of appreciation - you deserve them."

He reads them one at a time, slowly and sometimes over and over again. He runs the gamut of emotions - surprise, pride, laughter, amazement, tears and so much more. This is a VERY special day and he is feeling like a VERY special person. He is energized. He wants to get back to work to give even more, to prove that he deserves these accolades and praises, even though he has already earned them. "Man, I love this company," he whispers to himself as he turns his attention back to his email.



Now that's how you celebrate a twenty-five year service anniversary.

Every one of your employees deserves to feel that moment of recognition and gratitude - even if it's not in a grand gesture like a Celebration Page or a Recognition PURL. When you acknowledge their contributions and achievements in a way that makes them feel valued, they'll reciprocate that energy to your company a hundred times over.

To learn more about how we can help with employee recognition and rewards programs, visit: [BIWORLDWIDE.com](http://BIWORLDWIDE.com) or email [info@BIWORLDWIDE.com](mailto:info@BIWORLDWIDE.com).

