

10 STEPS

for designing effective

INCENTIVE PROGRAMS

2 ANALYZE THE AUDIENCE

Which Employees Can Impact the Goal?

1 DETERMINE OBJECTIVES

Set Goals and Measures

1

3 FACT FINDING & AUDIENCE INVOLVEMENT

Involve Program Audience in Determining Steps to Accomplish Goals, Award Selection

3

Define the Rules of the Program, Determine Fixed and Variable Costs

4

4 CREATE RULES STRUCTURE & DEVELOP BUDGET

5 SELECT AWARDS

Appeal to Audience Within Budget
Good Brand Match

5

6 COMMUNICATE THE PROGRAM

Launch via Company Intranet, Social Media, Newsletters, Other Platforms

7 OPERATE AND TRACK RESULTS

Provide Regular Progress Updates

7

8 FULFILL THE AWARDS

More Immediate = Better

9

9 EVALUATE AND MEASURE

Were the Goals Accomplished?
What Outside Factors Contributed to the Results?

10 CELEBRATE SUCCESS!

Reward Achievers, Communicate Program Results
Awards Dinner, Annual Meeting Celebration, Etc.



acknowledge
appreciate
award
achieve

