



# Awards and Incentives

Your most valuable asset? Your employees.

Awards and incentive programs can motivate people, drive higher performance, and deliver tangible results. Attract, retain, reward, and grow.

As a leading integrated communications, promotional marketing, and awards and incentives program provider, Taylor Communications has the expertise, products, and solutions to ensure you meet your objectives.

## **Awards and Incentive Programs to Drive Engagement and Growth:**

- Service Awards
- Safety Incentive Programs
- Health and Wellness Incentive Programs
- Peer to Peer Recognition
- Employee Recognition Programs
- Sales Incentive Programs

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# A Strategic Approach

## Good News:

Employers have started to understand that awards and incentives programs are important in meeting organizational and financial objectives. 88% of organizations have recognition programs, and 75% have more than three different programs.

Executives and HR professionals understand that engaged employees are more likely to be and stay productive – helping to meet organizational performance objectives.

## Bad News:

Only 10% of organizations are able to calculate (or even approximate) an ROI for their awards and incentive program. While goals are often spelled out, measuring success or return against these goals is often overlooked or not measured.



88% OF ORGANIZATIONS HAVE  
**RECOGNITION PROGRAMS**

**75%** OF ORGANIZATIONS  
OFFER BETWEEN **3 AND 6**  
**DIFFERENT RECOGNITION PROGRAMS**

## TOP 5 PROGRAM OBJECTIVES

A strategic approach to an Awards and Incentives program helps organizations understand what is working and what is not – tying outcomes back to program investment.



YEARS OF  
SERVICE



MOTIVATE HIGH  
PERFORMANCE



POSITIVE WORK  
ENVIRONMENT



REINFORCE  
DESIRED  
BEHAVIORS



CREATE  
RECOGNITION  
CULTURE



# Taylor Communications Value



## **Best-in-Class Merchandising:**

Delivering unique and on-brand products and solutions that fit your brand and your program objectives.



## **Industry Leading Technology:**

Flexible solutions that deliver a B2C shopping-experience with B2B reporting and rules requirements.



## **Taylor Manufactured Products:**

Unique positioning as a leading supplier of products drives cost savings, transparency, and supply chain efficiencies.



## **World Class Customer Service:**

the awards and incentive industry and our clients' program needs and objectives.

## Benefits of Taylor Communications Managed Programs

- Global sourcing from 1,300 suppliers, including direct buying from leading overseas manufacturers
- Industry-leading and dedicated merchandising resources to bring unique, on brand, and trendy product ideas
- Purchasing power as the 5th largest promotional marketing distributor to drive cost savings
- Unique positioning as the 14th largest promotional marketing supplier accelerates cost savings and supply chain transparency on key product categories
- Lower obsolescence and improved balance sheet through "virtual inventory"
- Breadth of solutions as an integrated communications provider ensure brand compliance
- Flexible technology solutions ensure a platform to meet your objectives and to fit with your brand

## Next Steps?

Taylor Communications has the scale to address your enterprise program needs, along with the flexibility to help design a program to fit your needs and how you do business. Let's discuss how Taylor Communications can help ensure that your Awards and Incentives program helps drive employee satisfaction, engagement, and culture.

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