10 steps for designing effective
INCENTIVE PROGRAMS

1

DETERMINE OBJECTIVES
Set goals and measures

2

ANALYZE THE AUDIENCE
Which employees can impact the goal?

3

FACT FINDING & AUDIENCE INVOLVEMENT
Involve program audience in determining steps to accomplish goals, award selection

4

CREATE RULES STRUCTURE & DEVELOP BUDGET
Define the rules of the program, determine fixed and variable costs

5

SELECT AWARDS
- Appeal to audience
- Within budget
- Good brand match

6

COMMUNICATE THE PROGRAM
Launch via company intranet, social media, newsletters, other platforms

7

OPERATE & TRACK RESULTS
Provide regular progress updates

8

FULFILL THE AWARDS
More immediate = better

9

EVALUATE & 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.