



HAPPY CREW = HAPPY CUSTOMER

**WORK
BOOK!**

**4 Steps to a Badass Recognition & Rewards
Program That Will Motivate Your Crew To
Work Their Asses Off!**

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INTRO

4 “Must Haves” For A Successful Recognition & Rewards Program

Why Does Employee Engagement Matter?

Something we’ve seen asked of the MSP industry lately is “What keeps you up at night?” Business may be booming, but what is it that could change business in the blink of an eye? Is it losing a key employee? The looming possibility of your team “Quiet Quitting”?

Your crew is the backbone of your business. Studies show that high employee engagement leads to an increase in productivity, according

to Gallup. Highly engaged teams are found to have less absenteeism. Finally, When engagement goes down, turnover goes up. If engagement levels go up, turnover consequently goes down.

The #1 reason employee engagement programs fail is execution. That is why we have put together this comprehensive workbook. So you can learn how hundreds of MSPs just like yours have achieved incredible success using these four steps:

- 1. Set Program Goals**
- 2. Set A Budget**
- 3. Allocate The Budget**
- 4. Choose KPIs & Awards**

Employee Recognition By Numbers

- High employee engagement leads to 20% increase in productivity.
- Companies with high engagement rates report a 41% drop in absenteeism.
- Studies show a 43% correlation between engagement levels and turnover.
- Teams in the top 20% of engagement see 59% less employee turnover.

ROI

Why We're Here...Return On Investment

Why would you adopt a program and implement a process if it's not going to put money in your pocket? You probably wouldn't, and we would never ask you to.

So, check this out.

To calculate your ROI:

Take the number of employees in your company

Take the average salary

The employee retention rate: $100 \times (L / (B+E) / 2)$, where L is the number of employees who left that year, B is the number of active employees at the beginning of the year, and E is the number of employees who left that year. Find the average number of employees by adding the beginning and ending workforce figures and dividing by two.

The employee absenteeism rate: $100 \times (E \times A / E \times H)$, where E is the number of employees, A is the number of absences, and H is the total number of work hours.

Now that you know you can calculate the potential return for implementing this process, let's get started, shall we?



SET PROGRAM GOALS

EXAMPLES OF GOALS

Strengthen Culture

Celebrate Wins Daily

Decrease Employee
Turnover

Improve Service Delivery

Increase Client Satisfaction

Reduce Client Churn

Improve Morale

Increase Crew Productivity

Improve Crew Skills

Improve Crew Wellness

Identify & Reward 'A'
Players

Improve Innovation

YOUR SUPERPOWERS ARE YOUR CREW, PROCESSES, AND COMPANY CULTURE

MAKE YOUR GOALS SMART

<p>GOAL DESCRIPTION</p> <p>Increase productivity by 10% over a year allowing for an additional 100 endpoints without upstaffing. Saves \$70k + recruiting and onboarding fees of additional tech + MRR.</p> <p>PROFIT <input type="text" value="\$15,000 MRR"/></p>	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Specific <input checked="" type="checkbox"/> Measurable <input checked="" type="checkbox"/> Attainable <input checked="" type="checkbox"/> Relevant <input checked="" type="checkbox"/> Timely
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<p>GOAL DESCRIPTION</p> <p>Increase Google reviews by 100 over the course of the year, resulting in 10 new opportunities and 4 closed clients with \$3000 average MRR.</p> <p>PROFIT <input type="text" value="\$12,000 MRR"/></p>	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Specific <input checked="" type="checkbox"/> Measurable <input checked="" type="checkbox"/> Attainable <input checked="" type="checkbox"/> Relevant <input checked="" type="checkbox"/> Timely
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<p>GOAL DESCRIPTION</p> <p>PROFIT <input type="text" value="\$"/></p>	<ul style="list-style-type: none"> <input type="checkbox"/> Specific <input type="checkbox"/> Measurable <input type="checkbox"/> Attainable <input type="checkbox"/> Relevant <input type="checkbox"/> Timely
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“ After implementation of our employee recognition and rewards program two years ago, our annual employee turnover went from 35% to 12%, realizing a savings of \$365k, and our client annual churn went from 8% to 3% realizing an annual revenue gain of \$130k. ”

- Paul Tomlinson, Mirus IT

“ To build a strong culture, you’ve got to have people on board who will document and who want to grow the business with you. Employees who are willing to grow and not just follow a task. Great employees can not only follow that task but update it and keep moving forward and meet your goals. ”

- Brian Gray, Kraft Technology Group

I COMMIT TO...

- Setting 1-3 SMART goals for my program

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CREATE AN ANNUAL BUDGET

BEST PRACTICE Calculate spend using 1% to 2% of annual payroll on employee recognition outside of compensation and employee benefits.

For our purposes, let's assume a company with 10 employees and \$600k in payroll costs moving forward.



PROGRAM BUDGET

Payroll Costs	<input type="text"/>
	X
Percentage	<input type="text"/>
	=
Program Budget	<input type="text"/>

BUDGET ALLOCATION

KPIs	<input type="text"/>
Recognition	<input type="text"/>
Other Awards	<input type="text"/>

BEST PRACTICE Distribute recognition budget equitably across programs.

QUARTERLY BUDGET

ANNUAL BUDGET
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QUARTERLY BUDGET

CALCULATE TEAM BUDGET

Budget per employee multiplied by number of employees on crew = TEAM BUDGET

Team Name	Budget Per Employee	Number of Employees	Team Budget
HELP DESK	\$50	5	\$250

It's not imperative that you break budget by team but it is important that you measure the allocation & ensure that all employees have similar opportunities to be recognized and rewarded. The budget can also be broken down by role type or location.

I COMMIT TO...

Set a program budget

Set a budget by team, position, or location



CREATE YOUR PLAN

Now that you have a budget for the program it's time to create quarterly leading key performance indicators that align with your program goals.

KPI's

Team Name	Leading KPI	Goal	Reward Budget
HELP DESK	# TICKETS CLOSED	50	\$250
KPI Reward Total			

Core Values - Peer to Peer Recognition

Monthly Reward Allowance Per Employee	<input type="text" value="\$20"/>	Reward Allowance	<input type="text" value="\$2000"/>
	X	% Given	<input type="text" value="80"/>
Number of Employees	<input type="text" value="10"/>		
Annual Peer Recognition Reward Total			<input type="text" value="\$1920"/>

EXAMPLE

Other Awards and Contests

Birthday Awards

Reward

500

Anniversary Awards

1000

Employee Of The Quarter

400

Other Total

1900

Other Awards and Contests

Birthday Awards

Reward

Anniversary Awards

Employee Of The Quarter

Other Total

I COMMIT TO...

- Create KPIs for each team
- Structure a budget for KPIs
- Create KPI goals
- Create core values
- Structure a budget for core values
- Structure a budget for milestones



Implement

How to: Divide your budget by the number of estimated awards to get a value.

KPI Badges Given By Leadership Weekly

CREATE KPI BADGES & VALUES

Badge Name	KPI Budget	# Est. Awards	\$ Per Award
# TICKETS CLOSED	\$250	25	\$10

Core Value Badges Given By Everyone Daily

CREATE CORE VALUE BADGES & BADGE VALUES

Badge Name	Core Value Budget	
WORK YOUR ASS OFF!	Core Value Badge Budget	\$2000
	Est. # Of Awards Given	1560
	Estimated Badge Value	\$1.28

Companies with the best results spend their budget. This is just an example. If you aren't spending the budget, the program isn't working.

CREATE OTHER AWARDS

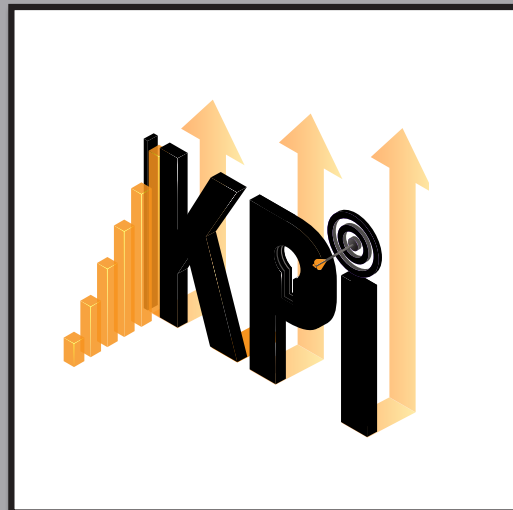
Badge Name	KPI Budget	# Est. Awards	\$ Per Award
BIRTHDAY			
ANNIVERSARY			
EMPLOYEE OF THE QUARTER			

BEST PRACTICES

Have 1-3 KPI badges per team, department, or position

Create peer-to-peer badges based on core values

Review KPI goals and adjust up or down depending on success rates
Change your KPI badges every two quarters



I COMMIT TO...

- | | |
|---|--|
| <input type="checkbox"/> Create KPIs for each team | <input type="checkbox"/> Structure a budget for KPIs |
| <input type="checkbox"/> Create KPI goals | <input type="checkbox"/> Create core values |
| <input type="checkbox"/> Structure a budget for core values | <input type="checkbox"/> Structure a budget for milestones |



Want to learn more? Book a demo with one of our incredible sales analysts today and find out just how easy recognizing and rewarding your team can be.

Go to crewhu.com/crnq4_2022 to book your demo now and receive a special promo offer. Start a trial and revert to a paid account by January 15, 2023 and get 2 months free on an annual Badass Plan + get \$100 store credit to start rewarding your crew right away!

**Cheers,
The Crewhu Crew**