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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 acheived 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.

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 x (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 x (E x A / E x 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

Strenghten 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

GOAL DESCRIPTION

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.

PROFIT | $15,000 MRR

- ☑ **S**pecific
- ☑ **M**easurable
- ☑ **A**ttainable
- ☑ **R**elevant
- ☑ **T**imely

GOAL DESCRIPTION

Increase Google reviews by 100 over the course of the year, resulting in 10 new opportunities and 4 closed clients with $3000 average MRR.

PROFIT | $12,000 MRR

- ☑ **S**pecific
- ☑ **M**easurable
- ☑ **A**ttainable
- ☑ **R**elevant
- ☑ **T**imely

GOAL DESCRIPTION

PROFIT | $

- ☐ **S**pecific
- ☐ **M**easurable
- ☐ **A**ttainable
- ☐ **R**elevant
- ☐ **T**imely

GOAL DESCRIPTION

PROFIT | $

- ☐ **S**pecific
- ☐ **M**easurable
- ☐ **A**ttainable
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GOAL DESCRIPTION

PROFIT | $

- ☐ **S**pecific
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- ☐ **A**ttainable
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- ☐ **T**imely

> **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

2

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	
	x
Percentage	
	=
Program Budget	

BUDGET ALLOCATION

KPIs	
Recognition	
Other Awards	

BEST PRACTICE Distribute recognition budget equitably across programs.

QUARTERLY BUDGET

ANNUAL BUDGET　　　　　　　　**QUARTERLY BUDGET**

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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	$20	Reward Allowance	$2000
	X		
Number of Employees	10	% Given	80
	Annual Peer Recognition Reward Total		$1920

EXAMPLE

Other Awards and Contests

	Reward
Birthday Awards	500
Anniversary Awards	1000
Employee Of The Quarter	400
Other Total	1900

Other Awards and Contests

	Reward
Birthday Awards	
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.

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...

☐ 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

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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 https://www.crewhu.com/weeklywinpromo to book your demo now and receive a special promo offer. Start a trial and revert to a paid account by September 30, 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