

SERVICE ANNIVERSARY AWARDS RELEVANT FOR ALL GENERATIONS

[EXECUTION SECRETS]



MILLENNIALS
'77-'97

GEN XERS
'65-'76

BABY BOOMERS
'46-'64

TRADITIONALISTS
<'45

AT MADISON, WE ADDRESS THE UNIQUE NUANCES AND SIMILARITIES SHARED ACROSS EACH GENERATION IN THE WORKFORCE TODAY. FROM REWARDS TO CELEBRATIONS AND EVEN THE FREQUENCY, WE DELIVER AN END-TO-END SERVICE ANNIVERSARY SOLUTION DESIGNED TO APPEAL TO THE MULTI-GENERATIONAL WORKFORCE WHILE DELIVERING AN EXPERIENCE THAT IS PERSONAL AND MEANINGFUL TO EVERY EMPLOYEE.

MILLENNIALS BORN BETWEEN 1977 & 1997



REWARDS

The more options, the better! Give Millennials the power of choice; Provide a vast rewards offering that gives them the autonomy to choose the reward most meaningful to them.

TOOLS NEEDED

- Rewards Catalog

FREQUENCY

Every anniversary should be recognized in a timely manner; for the greatest impact, employers should strongly consider recognizing other significant milestones including birthdays, certifications and/or promotions.

TOOLS NEEDED

- Program Management System
- Real Time Delivery

CELEBRATION

The milestone celebration should be informal, celebratory and social; encourage the recipients' peers to partake in the experience and give them the tools to do so.

TOOLS NEEDED

- Social Activity Platform
- eCard
- Video & Audio Recording Capabilities

GEN XERS BORN BETWEEN 1965 & 1976



REWARDS

Gen X'ers strive for independence and a healthy work-life balance; experiential rewards like travel packages, group incentive travel, live entertainment and dining will resonate best with this group.

TOOLS NEEDED

- Experiential Rewards Catalog

FREQUENCY

Significant milestones, such as 5, 10, 15 and 20 should be recognized. Failure to accompany recognition with a valuable reward could have negative consequences.

TOOLS NEEDED

- Incremental Milestone Offering

CELEBRATION

Leadership should have an integral role; Gen X'ers prefer personalized messages from management and formal presentations where their accomplishments can be put on display.

TOOLS NEEDED

- Celebration Guidelines
- Messaging System

BABY BOOMERS BORN BETWEEN 1946 & 1964



REWARDS

Baby Boomers are accustomed to more traditional service anniversary gifts; consider physical and digital recognition, like emblematic rewards paired with digital badges.

TOOLS NEEDED

- Emblematic Rewards
- Digital Badging System

FREQUENCY

For this group of employees, the perceived value of the milestone gift will outweigh the frequency. Consider recognizing employees every five years with gifts that have a very high perceived value.

TOOLS NEEDED

- Emblematic Rewards
- Digital Badging System

CELEBRATION

Consider an in-person celebration delivered from the recipient's manager and accompanied by a reward with a high perceived value.

TOOLS NEEDED

- Emblematic Rewards
- Digital Badging System

TRADITIONALISTS BORN BEFORE 1945



REWARDS

The act of recognizing tenure in itself will motivate traditionalists more than any other generation. Rewards should be physical, symbolic and representative of the individual's dedication and contributions to the organization (i.e. seniority-based privileges will resonate with this group).

TOOLS NEEDED

- Emblematic Rewards

FREQUENCY

Traditionalists are resistant to change and extremely loyal to the institution, often remaining with one employer for their entire career. Although tenure recognition does not need to occur annually, when it does (we recommend five year increments), it should be designed to acknowledge the individuals level of expertise and reinforce the employers satisfaction with the recipient's performance.

TOOLS NEEDED

- Diverse Milestone Offering

CELEBRATION

Growing up during the Great Depression and WWII, traditionalists have a deep respect for authority, especially in the workplace. The most impactful celebration will be delivered by a leader (one that the recipient has worked with) in a formal setting that is viewed or attended by their peers.

TOOLS NEEDED

- Social Activity Platform
- Messaging System
- Executive Involvement

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