

## CELEBRATE EMPLOYEE ENGAGEMENT

Lasting Impressions can help you draw from your company's core values to implement an engaging employee recognition program. Attracting, attaining and retaining talent is something we are good at!

An employee recognition program isn't a nice-to-have benefit for employees. It's one of the sharpest tools in an organization's

strategic tool kit. One that can drive behavior, unify teams, inspire loyalty, promote retention, and significantly impact the bottom line.

Based on this belief, the leadership team at Unify<sup>2</sup> invited Lasting Impressions to design an employee recognition program that noticed efforts, rewarded results and celebrated careers.

### CASE STUDY: EMPLOYEE RECOGNITION



Unify<sup>2</sup>, headquartered in Redmond, Washington, is a software technology company specializing in enterprise class management & analytics for Microsoft Lync.

*Unify<sup>2</sup> Core Values: Innovation, Excellence, Execution, Team Work*

#### OBJECTIVE

Create a recognition program that becomes the industry standard for fostering and rewarding employee performance. Results to Unify<sup>2</sup> include a corporate culture of innovation, collaboration, enthusiasm – and a waiting list of world class candidates for hire.

#### PROJECT SCOPE

Collaborate with the Unify<sup>2</sup> leadership team to incorporate Unify<sup>2</sup>'s core values into a three tiered recognition program.

#### PROCESS

##### Creative Development | Program Name and Icon

Combining company heritage with program goals, Lasting Impressions developed a list of strategic names for the program. The leadership team selected Innovation & Inspiration, abbreviated to I<sup>2</sup>. The Lasting Impressions team then transformed I<sup>2</sup> into a graphical element leveraging the company's logo design and maintaining brand integrity.



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#### 3-Tier Recognition Program



##### Innovators – Innovation With Global Impact

Employee selection made by the Unify<sup>2</sup> Leadership Team. Cash award. Commemorative award. Press coverage in industry and company news.

##### Pioneers – Innovation Applicable To Unify<sup>2</sup>

Employee selection made by the Unify<sup>2</sup> Leadership Team. Cash award. Commemorative award. Press coverage in company newsletter.

##### Heroes – Peer To Peer Recognition

Employee selection made by the Unify<sup>2</sup> Leadership Team and/or peers. Gift certificate for family dinner out. Executed via custom e-marketing template for immediate global distribution.

#### DEPLOYMENT

Unify<sup>2</sup> communicated the new I<sup>2</sup> program at a companywide meeting and simultaneously made a powerful impact by recognizing over 20 Innovator and Pioneer awards at the launch based on recent employee performance. Unify<sup>2</sup> plans to continue the recognition of Innovators and Pioneers on a quarterly basis. Unify<sup>2</sup> Heroes are recognized immediately for their excellence.

**Sound good?** For a lasting partnership that will help you attract, attain and retain top talent call us at 425.822.6651 or visit [LastingImpressionsGifts.net](http://LastingImpressionsGifts.net).