

# staff incentive & recognition guide

**Our guide to launching a successful staff  
incentive & recognition programme.**

# Benefits of launching a staff incentive & recognition programme

There are many benefits to launching a staff incentive & recognition programme. Implemented correctly, it will be rewarding for your business as well as your staff but there is a lot to consider. This guide outlines the key benefits and considerations you should make along with our standard packages.

## A small token of appreciation goes along way!

It engages staff and lifts their spirits. Happiness is the key to success! Feeling appreciated and part of a team is good for mental health and wellbeing. Looking after your team will cultivate loyalty, good will and a sense of pride amongst employees. Having a sense of inclusion and recognition within a large organisation is the cornerstone of success.

## It improves relationships

Happy staff means a happy workplace and happy customers. It creates a nice atmosphere and a positive talking point amongst colleagues, friends, and family. This is hugely beneficial for relationship building within the workplace but can also spread much further afield as recipients often share via social media to show their appreciation toward their employer. Any endorsement of your business from a current employee can be a powerful tool for showcasing it as a desirable place to work.

## It's the thought that counts

Even the smallest gesture of good will shows you care and can make a big difference. It signals your commitment to the team and thoughtfulness toward individual staff members.

## It's good for business!

Statistically it's a no brainer. A recent study by Oxford university found workers are 13% more productive when happy. "We found that when workers are happier, they work faster by making more calls per hour worked and, importantly, convert more calls to sales. There has never been such strong evidence," said Professor De Neve.

## It's easy to start

Whether opting for our turnkey solution or a completely bespoke package, I-Tel take care of all the legwork behind the scenes to ensure successful delivery of your staff incentive & recognition programme.

*Look after your staff, and they'll look after your customers. It's that simple.*

Richard Branson

# Preparation is the key to success!

## Planning

We recommend taking the time to plan out your staff incentive & recognition programme for the year.

I-Tel can build a structure around your key objectives whilst considering the annual calendar of events and key dates for your company (i.e. year end). Achieving best value from your budget with well thought out themes and contents is our remit.

Time for design, contents selection, branding, samples, sourcing and man hours for pick, pack, and despatch are paramount so its essential we set timelines for all activities.

Data is the silver bullet when it comes to planning a successful project. I-Tel can support you with retrieving the required information to ensure a seamless, efficient delivery.

## Commitment

It's essential you are committed to your staff incentive programme. By committing to a schedule of events you can budget for cost and achieve better value for money. Align your gifts with your company ethos or brand and remove the random, counterproductive "one offs". Spur of the moment gifts often set unrealistic levels of further expectation and often prove an expensive option. Done correctly, it will pay dividends to the health, wellbeing & performance of your team and have a positive effect on your bottom line!

## Budget & HR Integration

Allocating an annual incentive budget to each staff member within your organisation, ensures fairness and inclusion for all personnel. It allows HR to maintain records and set parameters around length of service and/or milestone birthdays and exceptional performance.

I-Tel can integrate with HR to fully automate and deliver your projects reducing cost and improving performance. In this age of GDPR working with a compliant, established business is essential. I-Tel can facilitate receiving recipient data directly into our system without any human intervention with automatic removal of the details after processing the order.

## Standard packages & fully customised options

As part of this guide we have put together a turnkey solution.

Designed to keep your team engaged throughout the year and to recognise milestones and achievements for your employees.

Each option can be modified to your specific requirements. You can include your own items, opt for branding or messaging or select individual preferences around diet or beliefs.

We hope this inspires some ideas for launching your own programme.

# Quarterly engagement

The annual events calendar is endless with so many possibilities and themes to have fun with. Sporting themes through to more traditional fixtures, the choices are numerous.

We recommend quarterly engagement as standard to keep spirits high and in tune with the seasonal vibes, but feel free to add in some additional dates that appeal to your team. The FA cup final, Wimbledon, Royal Ascot or last night of the proms! Whatever the occasion I-Tel can build it into your portfolio.

Here's some of our standard options to give you some ideas.

## Q1 New Year! Fresh Start!

Kick off the new year with a selection of gifts to brighten up January. Blow away those post Xmas blues with a refreshing, inspiring hamper and start the working week with a smile.



### Contains:

1. Travel cup
2. Eat natural bar
3. Kallo Belgian milk chocolate rice cake thins (2 pack)
4. Grow your own desk plant
5. Premium Coffee bag
6. Pukka Relax tea
7. Reusable fold away shopping bag
8. Trolley keyring
9. Travel cutlery set

## Fully customised packaging & messaging

Whether you opt for fully branded options or labelling, I-Tel can ensure its aligned to your company's preferred themes and brand guidelines.

By maintaining continuity the programme will leverage engagement and seamlessly coordinate your messaging throughout the year, maybe providing a boost in social media share or creating team spirit.

### Q2 Choccolicious!

Everyone loves a bit of chocolate at Easter, so our personalised hampers full of high street favourites will be sure to go down a treat! (Please note that we also accommodate for any dietary requirements and alternatives that respect individual religious beliefs)



#### Contains:

1. Dairy milk egg
2. Small box mini eggs
3. Bag of sweets
4. Maltesers bunny
5. Cadbury cream egg Minis
6. Border biscuits (2 pack)
7. Lindt Gold Bunny Milk chocolate
8. Taylors Rich Italian Coffee bag
9. Teapigs envelope

### Q3 Summer Loving!

As summer kicks in and spirits are high, your team will love our selection of goods to have fun in the sun. Bring that holiday feeling into your office!



#### Contains:

1. Fresh lunch cooler bag
2. Water bottle
3. Robinsons mini juice
4. Malibu sun protection set
5. Sunglasses
6. Welches fruit snacks 25g
7. Bottle opener
8. Mini fan
9. Bluetooth speaker

## Q4 Christmas Cracker!

The festive season has arrived and so have the Christmas treats. Pull a cracker and get your team ready for the big day. A perfect end to another productive year.



### Contains:

1. Christmas mug
2. Galaxy instant hot chocolate sachet
3. Bonds Raspberry & Vanilla marshmallows
4. Lindt lindor chocolate bar
5. Walkers premium shortbread
6. Bloome Mulled wine scented candle
7. Christmas socks
8. Christmas cracker

# Real Life Options

a real choice | a real voice | a real difference

## A big thank you to our social care staff

I-Tel Group offer a range of tailored solutions to support HR & Marketing functions with promotional & incentive requirements. Whether its engaging staff, clients or prospects I-Tel can support every aspect from design and procurement through to storage and distribution.

Real Life Options (RLO) is a charity caring for people with learning disabilities and autism, supporting the needs of more than 1500 peoples across 150 sites in England and Scotland. The organisation operates 3 subsidiary companies of a similar nature and is growing though acquisition.

RLO recognises the importance of staff incentive & recognition and is actively working with I-Tel to develop and deliver its strategy for their workforce.

Recent projects include design, production & delivery of 2000 Easter hampers to multiple sites across the UK as well as a welcome pack for 500 staff of their newest acquisition.

I-Tel are currently working with the HR manager & Operations manager to develop a length of service recognition package. Long serving staff will receive a thankyou letter from the CEO along with chocolates and a custom-made precious metal lapel badge at each milestone.



Real Life options is a fantastic charity that does incredibly important work.

If you'd like to know more or make a donation please visit their website

[www.reallifeoptions.org](http://www.reallifeoptions.org)

I-Tel Group  
Unit 2 Charnwood Park  
Clos Marion  
Foreshore Road  
Cardiff CF10 4LJ

**T:** 029 2049 2111

**E:** [info@itelgroup.co.uk](mailto:info@itelgroup.co.uk)

**W:** [itelgroup.co.uk](http://itelgroup.co.uk)

