

## 10 Key Principles About Employee Rewards

The current view of “Total Rewards” is too narrow. Health and wealth benefits *best practice* has become *common practice*. People are multi-dimensional; rewards should be too. So as HR drives to take their culture to the next level, here are 10 key principles to consider while creating a Total Rewards program that impacts mind, body and soul – not just health and wealth.

### Key Principle

#### ► Financial Rewards

**1. Financial rewards are only felt on payday or annually**

Compensation and performance bonuses will not “keep ‘em hooked”  
Most people would say no to \$100K for mind-numbing work

**2. Rewards that are not qualified and qualified are not rewards**

Do you qualify and quantify the value of coffee, covered parking, etc.?

**3. Learning increases the value of our most valuable asset**

Our greatest asset is our future earnings and the capacity to earn more  
Professional development promotes individual growth and team results

#### ► Emotional Rewards

**4. Rewards aligned with emotional life events communicate care**

Well-timed rewards are effectively personalized rewards

**5. Emotional rewards deliver benefits every day**

Employees rarely quit jobs they love

**6. Intangible rewards are best delivered by supervisors *who care***

Intangible rewards include praise, awards, honors, recognition, inclusion

#### ► Earned Rewards

**7. People *are most proud* of rewards that are earned, not paid for**

Train line managers on how to communicate and deliver earned rewards

**8. People *value more highly* rewards that are earned, not paid for**

Earned rewards and recognition lasts a lifetime on resumes and LinkedIn

**9. The value of any rewards is based on perceived value**

Perception is impacted by age, gender, culture, responsibility, etc.  
Not all benefits or rewards are valued by all equally...customize!

**10. Always align a total rewards strategy with the business’ goals**

Cascading goals and objectives creates a unified culture  
Connecting rewards to business strategy creates high performance

### Action Items & Ideas

✓ Create checklists and informational packets for life events like new hire, retirement, marriage, births, etc.

#### KEYWORD TAG CLOUD

Cascading Goals and Objectives, Emotional Rewards, Hoshin Kanri, Intangible Rewards, Non-Cash Rewards, Rewards Strategy, Total Rewards, Variable Pay