

Successful Incentive Plan Checklist

Whether trying to reach a new goal or maintain a current goal, an incentive motivates people to achieve higher results. This is especially true in the workplace. When employees feel their efforts are noticed and appreciated, they are driven to perform at their best.

Incentive plans motivate employees to do exactly what they are incentivized to do. 90% of business leaders believe that an engagement strategy could positively impact their business, only 25% of them have a strategy in place.¹ This is surprising since it is also reported that having a valuable, structured incentive program in place can increase employee performance by as much as 44%.¹ What would this performance increase mean for your business?

First...

Ask yourself the following questions before coming up with your perfect incentive plan.

- **What does my team need to improve or work on?**
Gather a baseline of data to see if employees are up to par with the goals you have set and gather your starting point.
- **What do I want to accomplish this year?**
What current future goals do you have and what will it take to accomplish those goals?
- **Are customers getting the experience they deserve?**
If you're unsure what a perfect customer experience is, make sure you have this outlined and follow through with it.
- **Does each prospect have a different experience when they call the office?**
Are employees on the same page with phone etiquette and how the conversation should be going with each caller?
- **How is team morale?**
Do you think putting an incentive plan in place will not only improve results but also up the morale in the office?

1. <https://dcrstrategies.wpengine.com/5-employee-incentive-programs-work/>

Then...

Now you are ready to start building your incentive plan! Use this checklist to build out your perfect incentive plan.

- **Who is the incentive plan for?**
Is this for a specific department, or group of employees, company-wide, etc. _____

- **Time Period**
How long will your contest or program run for? _____

- **Goals to Meet**
What is the achievable outcome of the incentive program? An increase in appointments, answered phone calls, Make sure these are specific and measurable.

- **Rules**
What do the participants have to accomplish to receive the incentive? _____
- **How are you advocating this incentive plan?**
Will you announce and keep updates of the contest in meetings, email, bulletin board, etc. _____

- **Prizes**
What will the reward(s) be? Money, free lunch, gift cards, time off, etc. _____