

# Incentive Programs

## & Employee Engagement

Organizations that successfully engage their employees see a 240% boost in performance-related business outcomes compared with an organization without engaged employees

240%

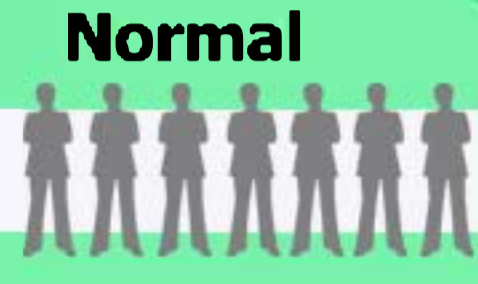
3:1

Performance improvement programs that offer non-cash rewards are two to three times more effective than cash rewards

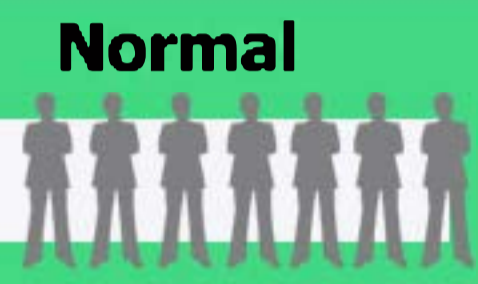
Organizations with higher than average employee engagement see...



**27% Higher Profits**



**50% Higher Sales**



**50% Higher Customer Loyalty**



**38% Above Average Productivity**



**155% Higher Stock Returns**



85% of a company's market value is based on intangible assets - human talent, knowledge & reputation

41% of customers are loyal based on good employee attitude

**ENGAGEMENT**

70% of customers' brand perception is based on experience with people

74% of employees 18-34 link their future with a company to incentives

**INCENTIVIZE**

**recognition**



**safety**



**loyalty**



**wellness**



**sales**



**attendance**



**customer service**



**ENGAGE**

Top Brands can help select and fulfill merchandise rewards for engaged employees

For more information on incentive program solutions visit [www.top-brands.com](http://www.top-brands.com)

SOURCES

Gallup | Brookings Institution  
Harvard Business Review | Maritz  
MCA Brand Ambassador

