



RECOGNITION **CHANGES** EVERYTHING

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**WorldAtWork
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**THARPEROBBINS ANNOUNCES NEW MOTIV8
POINTS CARD SOLUTIONS AT *WORLDATWORK***

Points Card Reward System Adds Up to Awards and Changes in Behavior

STATESVILLE, N.C., May 28, 2010 – A new Points Card system for the TharpeRobbins Motiv8 Platform is adding up to all kinds of success. TharpeRobbins, a global leader in the managed employee reward and recognition industry, is now offering this new functionality as an element of the company’s Spot Recognition program.

“The idea is that employees are awarded with points on the spot when they are caught in the act of doing something right. The recognition is instant rather than after the fact,” says Neal Cao, senior vice president and chief information officer at TharpeRobbins. “When a manager on the manufacturing floor observes an employee obeying OSHA rules or going above and beyond safety standards, the manager hands the employee a Points Card, which entitles them to bank points and redeem them for choice awards.”

For example, employees at hospitals are rewarded for turning off lights in rooms that aren’t in use, using back supports when lifting and wearing ear plugs around loud machinery, among other things.

“This is a great way for a manager to frequently positively engage the workforce rather than managing by reprimand,” says Cao. “Managers are better able to connect with associates and motivate them with continuous improvement because they look forward to being rewarded.”

Companies are limited only by their own creativity and imagination. Points Cards can be generic or customized to the particular company. They can be the traditional gift card size or small enough to fit on a key ring. When an employee accrues a certain number of points the employee logs on the Motiv8 website and redeems the accrued points for awards ranging from electronics to house wares to jewelry.

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Cards can show points or be scratch cards, similar to a lottery. This adds an element of surprise to the reward process since the random number of points received adds the fun element of luck.

“The goal of the points program is to reinforce positive, desired behaviors so that over time they become second nature,” says Anthony Luciano, senior vice president of sales and marketing at TharpeRobbins. “Peer pressure also comes into play because as teammates receive rewards they encourage others, by example, to follow suit.”

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For more than 100 years, TharpeRobbins’ rich history as an innovator has covered the breadth of managed reward and recognition programs. The company fosters superior performance by creating new standards for employee recognition and rewards through imaginative solutions, cutting edge programs, flawless execution, professional service and world-class technology. TharpeRobbins built its reputation on developing customized programs to help clients reach their employee attraction and retention goals. The company is passionate about recognition because they know that an engaged workforce produces satisfied customers, which in turn produces more business. With TharpeRobbins, Recognition Changes Everything.

The privately-held TharpeRobbins was created through the February 2007 merger of The Robbins Company, founded in 1892, and The Tharpe Company Inc., founded in 1981. The company headquarters are located on a 25-acre campus in Statesville, N.C. and include an extensive showroom and state-of-the-art distribution facility. The ISO-certified Attleboro, Mass., operations include creative services, software development and jewelry manufacturing.

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