



#### **01 DEFINE GOALS**

of(produc	ct)
in (market	
thru(channel	el)
during (timefr	ame)
<b>by</b> (\$ or %	)
Reminder: Are the goals S.M.A.R.T.?	

## **02 UNDERSTAND TARGET AUDIENCE**

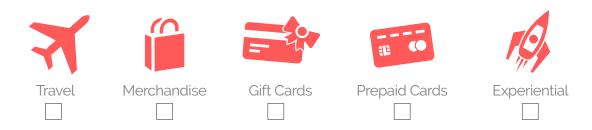
Average Age
Male/Female
Average Pay
Job Titles, Level
# of Participants
# of Locations



## **03 ANALYZE CURRENT STATE**

## **04 DESIGN PROGRAM STRUCTURE**

# **05 SELECT REWARDS & RECOGNITION**



#### **06 ASSIGN PROGRAM ADMINISTRATION**

Reminder: Internal do-it-yourself or hire an incentive agency?



# **07 ADD TECHNOLOGY PLATFORM**

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Theme	Kickoff Event	Monthly Statements
Teaser	Kickoff Kits	Postcards
Kickoff Announcement	Banner or Button Ads	Reminders
Email Announcement	Posters	Giveaways

# **09 BUILD THE BUDGET**

Awards	 	Industry Norms 70-85%
Technology	 	2-10%
Communications	 	4-12%
Administration	 	5-15%
TOTAL		



## **10 TRACK ACHIEVEMENTS**

## 11 FULFILL REWARDS

#### **12 REPORT RESULTS**

## 12.5 KEEP IT FRESH!

For a complimentary 15 minute consultation on your worksheet with Mike, please send your worksheet to info@brightspot.email Include "12.5 Step Worksheet Consultation" as your email subject line.

