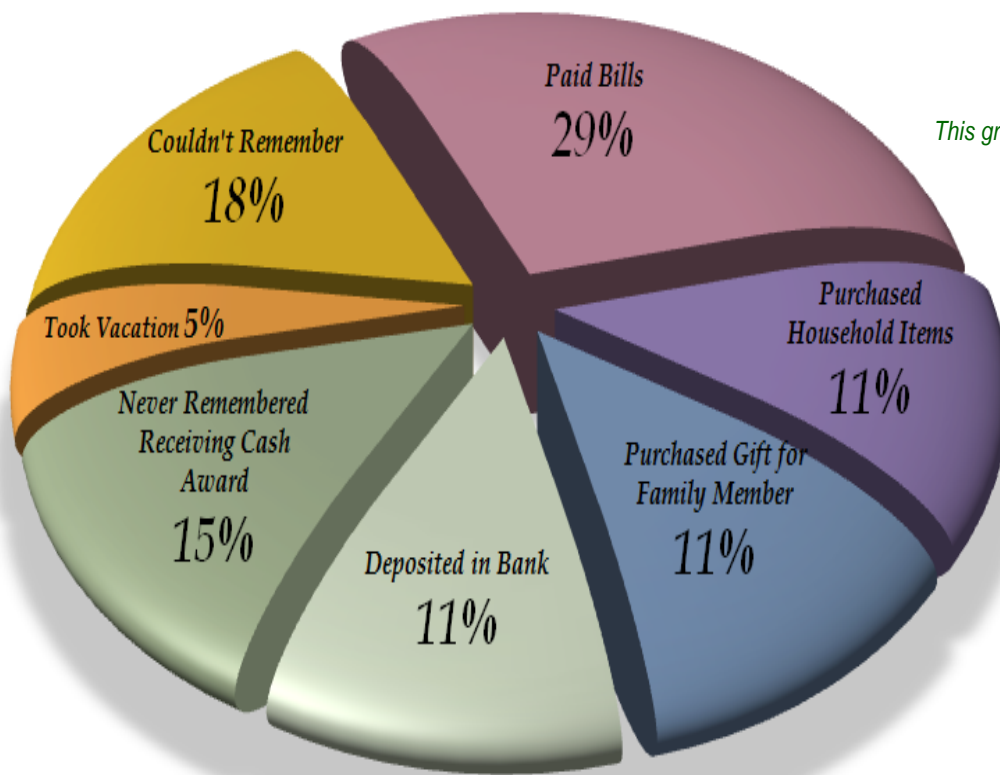


Cash is NOT King!



This graph shows the results from an incentive program based on cash back done by American Express Incentives with 500 participants. A year later American Express Incentives went back and surveyed the participants about what they did with their cash back.

Example:

- 29% paid bills with the cash.
 - 11% deposited the cash in the bank.
- But, more importantly -
- 18% could not remember what they did with the cash.

Here is the shocker...

15% NEVER remember receiving the cash!

Cash Awards Miss Motivation Target

The point of an incentive is to reward people for their hard work but also to make them connect the award with the company, to create some kind of bond. Money doesn't make this connection. It tends to get lumped with salary and other entitlements. Furthermore, it doesn't have any staying power because incentive winners can't point to it on a daily basis as a sign of their achievement.

Money also fails the ego test. Since it's considered in poor taste to brag about money with friends and relatives, top performers usually keep 'mum' about their monetary awards. This is something that would never happen with a travel or merchandise reward.

Source: American Express Incentive Services