

# THE FUTURE OF INCENTIVES

*Creating a Culture of Corporate Citizens*

The future of corporate America lies in attracting and developing a culture of talent. Retaining top performers and preparing them to take over the reins in the next decade is a key investment as Gen X and Millennials dominate the workforce. Incentive travel and motivational meetings that inspire and connect with future leaders will be crucial. Working for yourself is the new American Dream. In fact, the corporate workforce is expected to decrease by 30% over the next five years.

High attrition rates lead to lost customers and earnings while luring top talent is the difference between profit or loss. It will be impossible to attract and maintain talent without creating a culture of corporate citizens that are recognized and rewarded appropriately. Customization and personalization are key. By design, corporate reward programs bolster company culture, create stronger bonds between vendors and employers, executives, and employees, and generate a sense of purpose.

## HISTORY OF INCENTIVES

**1930**

Green Stamps rewards program introduced by the Sperry & Hutchinson company as the first recognized incentive program.

**1950**

Club Med introduces All-inclusive resorts. Human resources model evolves due to industrial psychology theories.

**1990**

One size fits all incentive programs to Mexico or the Caribbean become the norm along with cash bonuses and merchandise rewards.

**2010**

Shift to customized personalized experiences focused on cultural immersion, technology and CSR.

**2020**

Focus on exotic destinations, unique interactive experiences and creative program elements.

Data Analyzing



Only 25% of companies are using technology that help monitor, measure and maintain their incentive program.

## FUTURE TRENDS



### Constant Disruption

As trends and technology change, programs must incorporate strategic ideas and creative insight year after year to remain relevant.



### Transformational Experiences

Millennials see themselves as citizens of the world and corporations must empower and enable that connection with unique transformational experiences worldwide.



### An App For Everything

Incorporating technology in all aspects of the program is key. Participants want information in the palm of their hands while gamification is a great way to engage the tech generations.



### Corporate Responsibility

Companies that have a social mission tend to be more successful. The best talent will be drawn to companies with a diverse, inclusive, values-driven culture.



### AI Integration

AI will be used to predict performance and how participants like to be rewarded. Leading edge companies will stay ahead of the program year after year, by using technology to predict trends and outcomes.



### Wellness

Benefits-based wellness incentive programs play a major role in creating a winning culture of corporate citizens with an increased focus on mental health and work, life balance.