



TUESDAY'S THANKS

ENGAGEMENT & RECOGNITION PROGRAMS

- Employee Engagement
- Employee Recognition
- Employee Appreciation
- Client Engagement
- Supplier Relationship Management

SOCIAL
UNIQUE
INNOVATIVE
PERSONALIZED

www.tuesdaysthanks.com

EMPLOYEE ENGAGEMENT & RECOGNITION PROGRAMS

Tuesday's Thanks Podcast is centered around the spirit of gratitude. Host Brian Proctor interviews senior industry leaders about their career journey and provides them with a platform to Thank those who have helped them along the



way. The idea of harnessing the power of **gratitude** came to Brian during the pandemic when he committed to Thanking a person every Tuesday for a year on his personal LinkedIn page. The series was so popular that once the year was over, Brian was continually asked what he was going to do next. On a long drive home from South Carolina to Connecticut, Brian hatched the idea to **evolve** the weekly postings into a podcast and in April of 2022 episode one was aired.

Never one to be happy with the status quo, Brian is now presenting the next evolution of Tuesday's Thanks. This unique and **innovative** tool allows companies to enhance their employee recognition, engagement, and retention efforts. It is flexible enough to also allow your company to add this to their client engagement and supplier network relationship building tools.

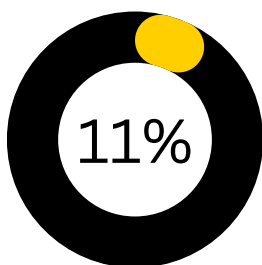
Gratitude transcends all industries and Tuesday's Thanks podcast can be **personalized** to match your company, your industry, and your desired level of involvement.

We have developed several programs to choose from that will demonstrate to both your existing employees as well as those you are recruiting for how much you truly believe in showing your **appreciation** for their efforts and dedication to your vision. We look forward to working with you.

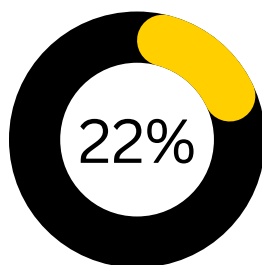
SOCIAL RECOGNITION

The act of publicly acknowledging your people for who they are and what they do

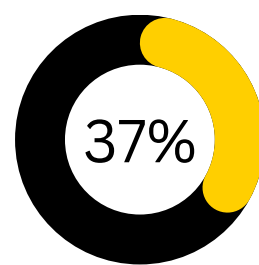
A 2022 study conducted by Gallup, Inc. found that those employees who receive mostly public recognition are the Most Likely to report having a solid culture of recognition (37%).



Mostly Private



Mix of Private & Public



Mostly Public

The Tuesday's Thanks Podcast is the unique, innovative and personalized tool that can enhance your employee recognition efforts.

This modern day communication format allows you to highlight your top performers to not only your internal stakeholders but your clients and suppliers as well. It even goes one step further and shares their success with friends & family.

EMPLOYEE RECOGNITION: MANAGER AND/OR EMPLOYEE OF THE MONTH



- This program can be designed to be a monthly podcast or quarterly based on your needs.
- This program is conducted remotely with little to no interruption to your teams schedules.

Episode Features

- Opening message from a senior company leader.
- Interviews of the managers of the winners speaking to why they were selected and thanking them for their hard work and dedication.
- Interviews with the winners to congratulate them and provide them with a platform to thank those who helped them be successful.
- Closing message from a senior HR leader.

Episode Benefits

- Regularly scheduled public recognition for your top performers.
- Messaging opportunity for Senior Leadership to reinforce the culture of recognition.
- Publicly builds a magnetic Employer Brand.
- Employees become Brand Ambassadors for the organization.
- Boosts employee happiness and drives employee performance.

EMPLOYEE RECOGNITION: ANNUAL MEETINGS/AWARDS

- Think The Oscars ! Tuesday's Thanks attends your Awards Celebration event and creates a podcast celebrating the award winners.
- The perfect way for the Winners to Thank those people who couldn't make it to the event.



Episode Features

- Opening message and interview from the CEO, CCO, CFO, COO or CHRO.
- Interviews with the Award Winners, highlighting their success and allowing them to Thank the team that helped them along the way.
- Closing message and Thank You from the CEO, CCO, CFO, COO or CHRO

Episode Benefits

- Social recognition for your top performers for the past year.
- Messaging opportunity for Senior Leadership to reinforce the culture of recognition.
- Messaging opportunity for Senior Leadership to review the past year's accomplishments and a look ahead into the current year.
- Publicly builds a magnetic Employer Brand.
- Employees become Brand Ambassadors for the organization.
- Boosts employee happiness and drives employee performance.

CLIENT AND/OR SUPPLIER ENGAGEMENT: CELEBRATION EVENTS



- Celebrating your partnership with your best clients and suppliers, Tuesday's Thanks can help to shine the spotlight on your valued partners
- The perfect way to Thank your key partners who play a key role in your success.

Episode Features

- Opening message and interview from the CEO, COO, CCO or CFO.
- Interviews with the key company managers about their relationship with your clients / suppliers and who they are Thankful for and why.
- Interviews with your clients / suppliers' partners about their relationship with your company's teams and who they are Thankful for and why.
- Closing message and Thank You from the CEO, COO, CCO or CFO.

Episode Benefits

- Messaging opportunity for Senior Leadership to reinforce the culture of recognition - external stakeholders as well as internal.
- Messaging opportunity for Senior Leadership to review the past year's accomplishments and a look ahead into the current year.
- Publicly builds a magnetic Brand that companies want to do business with.
- Clients and Suppliers become Brand Ambassadors for the organization.
- Strengthens the client / supplier relationship - assists with bottom line profitability.

HARNESS THE POWER OF GRATITUDE

COMPANY / ASSOCIATION: TRADESHOW ATTENDANCE

- Need a travel buddy ? Tuesday's Thanks can join you at the annual Tradeshow to create a podcast speaking with your clients and partners that visit your booth.
- A fun and innovative way to drive traffic to your Booth.



Episode Features

- Opening message and interview from the CEO, COO, CCO or CFO.
- Interviews with the company's managers who are attending the show, discuss the show, the partners and what they are Thankful for as well as bringing up some fun "On The Road" tales.
- Interviews with your clients / suppliers / partners who visit the booth to discuss why they are Thankful for the relationship with your company. Add in some fun "On The Road" tales.
- Closing message and Thank You from the CEO, COO, CCO or CFO.

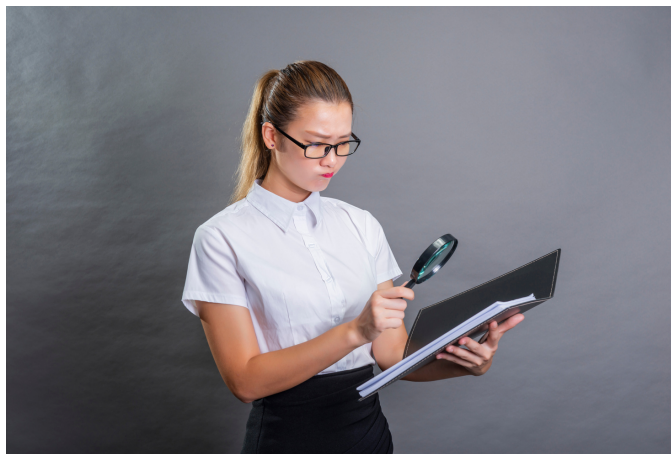
Episode Benefits

- Messaging opportunity for Senior Leadership to reinforce the culture of recognition - external stakeholders as well as internal.
- Messaging opportunity for Senior Leadership to discuss the importance of the Tradeshow and partnerships.
- Publicly builds a magnetic Brand that companies want to do business with.
- Clients and Suppliers become Brand Ambassadors for the organization.
- Strengthens the client / supplier relationship - assists with bottom line profitability.



DETAILS, DETAILS, DETAILS...

- Client & Tuesday's Thanks will agree on a shared logo for each episode.
- Clients can select personalized music for each episode.
- All episodes will be hosted on the Tuesday's Thanks website on the Partner's page.
- Client will be provided with the link to the podcast episode to be distributed as they desire.



Promotional Opportunities

- Logo & episode link emailed out to all associates.
- Logo & episode link emailed out to all clients.
- Logo & episode link emailed out to all suppliers.
- Logo & episode link placed on Company Website.
 - Careers Page as well as the General site.
- Logo & episode link included in company blog / intranet.
- Logo & episode link can be emailed to family & friends of those associates being celebrated with each recognition making it more than just a work recognition program.