

Building a Culture of Meaningful Employee Recognition

Glaukos and Blueboard Partner Success Story

Let's be brief:



Partnership Goals:

Show genuine appreciation for Glaukos' employees as they achieve service milestones, build internal community, and visibly capture how highly Glaukos regards their employees through support of their passions and goals outside of the office, brought to life through Blueboard rewards.



Reward Program Details:

- Glaukos rewards all FTEs on their 5-, 10-, and 15-year anniversaries with Blueboard rewards. Rewards range from Tiburon rewards at the 5-year, to Ruby rewards at the 15-year milestone.
- Additionally, all employees are invited to post photos with Flat Tom for a chance to win a Blueboard Ruby reward, the equivalent of their own 15-year service award.

Blueboard Reward Impact:



Incredibly Positive Feedback Scores: employees who have completed their Blueboard rewards feel more **motivated**, more **appreciated** and **valued**, and believe that **Blueboard is a great tool for retaining top talent**. Glaukos employees have rated each of these engagement metrics **5 out of 5 stars** within their post-experience feedback surveys.



A Culture of Appreciation: The Flat Tom initiative has gone viral, with **hundreds of employee photos shared** to @FlatTomsAdventure on Instagram since it's launch.

Client background:

The success of your business boils down to your people. By understanding the human element and investing in human capital, your greatest resource, you'll be more profitable, create stronger brand loyalty, close more revenue and ultimately do better work.

And if you don't invest in your people? Chances are they'll quit, leaving you with a projected cost of more than **30% of the individual's annual salary** to replace them, and up to **6-9 months** with unfilled headcount impacting your bottom line*.

That's why Michele Allegretto, Vice President, Human Resources at Glaukos made the promise to employees that with an IPO looming, she wouldn't sacrifice the culture that made Glaukos a great place to work. Further, she also promised to give back to all employees in a way that was meaningful and from the heart.



Partnership opportunity:

Glaukos officially IPOed in June of 2015, and as the event unfolded, Michele looked around and realized there were a lot of employees with amazing tenure surrounding her.



“The foundation of who we are came from our employees. They built, innovated, manufactured and commercialized our product. Around our IPO we realized we had people who had been with the company for many years, and we hadn't done anything to differentiate or say to them that their contributions are important.”

Michele Allegretto, Vice President, Human Resources

Glaukos had not previously offered a tenure benefit, so Michele got to googling in search of a rewards partner that would really fit their culture; innovative and fun. From “Flip-Flop Fridays” to superhero T-shirts, Glaukos has embraced a culture of warmth and openness, with a mantra of “*work hard, and stay humble*” that completely stems from the top.

“I was talking to vendors who had more traditional service award programs; where you get a plaque, a pen or something you would pick from a catalog, but it really didn’t fit our culture. When I think about the benefits packages we can offer, I want to be competitive, but I also want to be uniquely competitive. We’re an innovative company, and everything we do needs to be innovative.”

Michele found Blueboard and embraced the opportunity to reward employees with their choice of a customized experience, to give them something unique, personalized, and truly rewarding.



Approach:



Glaukos put into place tenure rewards for employees retrospectively and currently meeting their 5-, 10-, and 15-year milestones, hosting a party on their 1-year IPO anniversary (June, 2016) to formally rollout the program. In an effort to also engage employees who hadn’t yet met milestone years, Michele and team conceptualized an idea that at first seemed silly and playful, but to their wildest dreams became our own viral hit!

“Having worked at large organizations myself, getting a keychain at five years is really not meaningful, but to be able to have a curated, exciting experience - that’s something that’s memorable for our employees.”

The idea was to encourage all employees to get out and about on adventures, taking Glaukos along with them, so they can be involved with the program and more engaged before they reached their milestone years. Inspired by the popular Flat Stanley Project of the 1990s, Michele dreamed up Glaukos' own "Flat Tom" and the rest is history.

Blueboard worked to design three Flat Tom versions, modeled off of Tom Burns, Glaukos' beloved CEO. Now, employees of all tenures take Flat Tom with them on vacations, to customer site visits, even to meet their newborn babies, sharing back their photos with the HR team to feed into their dedicated Instagram account. And the best part? Glaukos offers a Blueboard Ruby reward (the 15-year service equivalent) to the best photo with Flat Tom submitted to the @FlatTomsAdventure feed every year.

“Our employees love Tom Burns, he emulates what our culture is about, and at Glaukos culture starts at the top. Flat Tom has taken off like crazy; that’s why Flat Tom goes on vacation with them, that’s why he’s there when their babies are born.”



Program results:

Glaukos awarded over 50 employees in their first program year with 5+ years of service and the feedback couldn't be better. As a result, Glaukos has expanded the Blueboard program to also include employee referral incentives and awards for their top sales reps.

“The feedback has been phenomenal, we couldn’t imagine how much our employees would love Blueboard. We’ve had employees take flying lessons, learn a new language, family vacations - if you can dream it, they’ve been doing it. It’s very exciting for us. It gives people the chance to invest in something they wouldn’t normally do if the company hadn’t provided the opportunity.”

Glaukos' 5-year veteran Jana Prieto redeemed her Blueboard reward for a personal spa day - which she was able to break up into two sessions by working 1:1 with her dedicated Blueboard Concierge staff, having one spa session solo, and another one at later date as a treat for her mom.

“My Blueboard Concierge was able to help me find something that I really wanted, that really made me feel rewarded. I felt like I was royalty for the day! With a fast-paced job we don’t take enough time to slow down and take care of ourselves, so the Blueboard reward was a wonderful experience.”



Jana Prieto, Manager, Clinical Affairs Field Training



Not only do rewarded employees feel more appreciated, valued and motivated, but the addition of the Flat Tom initiative has dramatically enhanced program visibility. As a result, the shareability of experiential rewards has modeled a culture of genuine appreciation and inclusiveness of all Glaukos employees, inspiring those that have not achieved milestone years to look forward to their 5+ year tenure dates and Blueboard rewards.



“Hearing what others are able to do with their Blueboard rewards is really exciting, it’s whatever you set your desires to - I’m hoping for that 15-year award and traveling to Iceland. I’m hanging in there, I want that award! It has motivated a lot of people, imagining a long career here and experiencing what the program can offer.”

Kristine Velasco, Product Development Engineer

Let’s build a culture of meaningful recognition

Visit [Blueboard.com](https://blueboard.com) and Request a Demo to connect with our team and learn how our experiential rewards can positively impact your culture.

