

**Key insights to take away from Scott Jeffrey's presentation on Feb 19, 2014**

- Travel, notwithstanding its negative image, deserves an important place in the motivational toolbox as it is still highly motivating
  - Attitudes towards company sponsors was positive
    - Earners felt appreciated
    - Earners felt more belonging to the company
    - Earners felt recognized by the company
    - Earners felt valued, will display higher levels of commitment
      - Lower turnover
      - More “Above and Beyond” behavior
      - Less “deviant” behavior
    - No significant discouragement for non-earners
    - Does not create resentment in non-earners towards firm or earners
  - Travel provides a unique experience that might be difficult to obtain on one's own.
- Travel is a popular incentive choice.
  - Clearly preferred to merchandise, clear preference for paid time off.
    - Be careful to make event different than a “company event”
    - Disturbing trend with increasing inclusion of company events in travel
  - People seem to prefer cash
    - Beware of too much credibility given to what people *say they want* and pay attention to what they will strive for
- Generational shifts in the workplace bear observation
  - Retiring Boomers may be most motivated by external rewards, Millennials not as motivated
  - As millennials take over the work place, watch for increasing importance of including CSR in travel
  - “Born Digital” will expect more technological sophistication
- Other interesting issues
  - Opportunities exist to extend travel use beyond sales employees
  - Participants expressed an interest in buy-in options and tiered programs