

# Focus on the FUN! **Creating Memorable and Unique Experiences for Games** and Merchandise Teams

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**Michael Baumann - General Manager** The Funplex - Myrtle Beach, SC

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We selected five attendees and asked them to choose either the number 1 or the number 2.

Please stand and tell us your choice.





## **LET'S HAVE FUN - 1**

## **1. EVERYONE PLEASE STAND**

## 2. HOW IT WORKS:

Leader: You who?

Group: You who who?

Leader: You who climbs a mountain

Group: Climbs, climbs - While saying the action, they will perform it

(Everyone makes a climbing motion while saying it)







# **LET'S HAVE FUN - 2**

# HEADS UP HEADS DOWN ENERGIZER



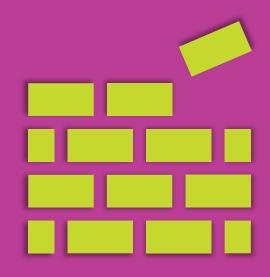


# How do I build a FUN, ENGAGEMENT FOCUSED program for my team?





# **BUILD A FOUNDATION**







# Plan It - Think POP

## People

- Make sure you pick the right people to represent your brand.
- They need to buy in to the vision you have for your Department.

## Operation

- Bored team members = poor guest service
- Show you care work with your team members on their schedules and try to be as accommodating as you can.

## Product

- Ensure your team members believe in the product you are selling.
- Have them create and submit ideas.
- Have them help with picking out certain items.
  - **TIP**: Leave plush or merchandise catalogs in your BOH areas and ask them to circle items they believe would sell in your location.





## Plan It

- Plan out programs before employees are hired (whenever possible).
- Create a calendar / compare dates VS your operating calendar to ensure it aligns.
- Involve your leadership team in the planning process when possible.



# Plan It



The GAMES SPINS Program is designed to reward Games and Attractions employees who:

- Demonstrate the Santa Cruz Beach Boardwalk 4 Simple Things
- Demonstrate the GAMES GREAT Standards
- Demonstrate that Safety is a top priority Helps to keep the park, employee areas, and assigned lo

#### HOW THE PROGRAM WORKS

Team Members collect individual letters to spell out the word "SPINS" Team Members may be recognized by a Manager, Supervisor, Lead, Inventory Team Mer Member, Arcade Technician, or fellow Team Members

#### HOW THE SPINS CARDS ARE REWARDED

- Rewarded by Supervisors Rewarded by Games Maintenance
- Rewarded by Arcade Technician Rewarded by Games Inventory / Leads / Other Team Members 5 Safety Specific Reward – Team Member demonstrated that safety is a top priority
- "Instant Spin" Rewarded by Assistant Managers and Managers / Other Departmen

### "Wild Cards" - Rewarded by Assistant Managers and Managers

#### REWARDS - WHAT A TEAM MEMBER CAN BE REWA

- Once Team Members collect enough letters to spell the word SPINS, they will be able to sp
- Team Members can turn in individual letters for an instant reward. Prizes will vary per lette prize wheel For each "WILD" card received, Team Members will receive 100 Incentive Points
- Incentive Points are redeemable in the REDEMPTION STORE in the Casino Arcade
- Points are redeemable at any time, although certain parameters for redemption will app Team Members may elect to build up their incentive points and redeem them for a large
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- The SPINS program may be altered at any time. Please review the SPINS Information If a Team Member is terminated, they will not be eligible to redeem their SPINS cards If a Team Member resigns, they must redeem any SPINS cards before their last day of
- Lost or stolen SPINS cards will not be replaced

## CITY CASH REWARDS

UPDATED 6/5/2016

This program will reward employees who demonstrate the CITY SERVICE BASICS. Team Nembers may be recognized by a member of the leadership team (Supervisor and above). Rewards may be accumulated and redeemed for a variety of rewards (see the table below)

- All prizes will be rewarded through the Team Member Entrance Post
- An prices will use reviewed uniquign one remin memory, some confidence russ.

  Team Members will have a chance to bid on Rems at an EGS Party Auction, For every dollar
- At the EOS Party, Team Members will also receive and additional drawing ticket for each At the CUD Fatty, learn members will also receive and adoltional graving ocket for et dollar rewarded. As in years past, Team Members will place their tickets in the prize drawing buckets.

## \$1 = One Free Soda (Employee Café only)

- \$2 = One Free Candy Item of the Week 32 = One Free Cancy nem or one week \$3 = One Free Order of French Fries (Employee Café Only)
- 34 One riee Team Member Cool Cup \$5 = One Free Meal @ Employee Cafe (Burger or Cheese Burger with Fries) \$4 = One Free Team Member Cool Cup
- \$6 = One Free Ticket for Family or Friends
- \$8 = One Free Team Member Hat, Visor, or Beanle 50 = Gift Card Valued at \$10 or more (Card locations will vary)
- \$20 = \$25 Gift Card (Card locations will vary)

In addition to the above items, HR may feature an item of the month. Prices will vary.

 When revarding, leadership members will fill in the name/department, mark the category eviven remeroing, sewersing memowrs von in in the namerolegaritment, mark the caregory for which the Team Member demonstrated the CITY SERVICE BASICS item. On the back they will write user veens weenow veenous seek use out a convince on one needs, on an ease, oney will write out the details of the situation, date of the reward, and write their initials. Please be specific in the details section.

- HR will receive, record, and track all CCR dollars through the Team Member Entrance. HR will distribute all rewards through the Team Member Entrance only.
- For all Employee Cafe rewards. HR will distribute vouchers to be redeemed at the Employee Crifé — Team Members will NOT be able to Girectly redeem CCR dollars at the Employee Care.

  At the EOS Party, HR will distribute the rewarded amount of tickets and auction dollars.

## **CLUSTER CASH 2017**

FRIENDLY | ACCURATE | MEMORABLE | ON TIME | UP-SOLD | SAFE

who demonstrate the MERLIN WAY. Team Members may be recognized by a member of the leadership team. ee, or by Guests visiting the attraction.

or by whence whiching time accordance.

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Yes to bid on items at an End of Symmer Auction Event, For every CLUSTER CASH earned, employees will
be named in the endinger Resistance event event events.

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Ray/DVD) Limited number available. Ticket - Valued at \$10 or more (card locations will vary)

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To say by the department managers – achievement of incluidual up-sale goals will result in the awarding of

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Cruster Cash collar.

Apport all safety concerns and issues will receive 1 Cluster Cash dollar.

IT ALL FOR THE LOVE OF SURE
reports from , where a manager witnesses an employee having fun with our puests, follow employees, amining salining with our puests, WE DO IT ALL FOR THE LOVE OF FUN. making rush, without a manager entireadria an enterproprie nating the transform growth, server to showing our guest personal experiences, etc., they may be rewarded 1 Ouster Cash dollar.

## CONERSTONE COMMITMENT PROGRAM

#### CONERSTONE REWARDS

Weekly Commitment Points

- Each seasonal employee receives 100 incentive points each operating week that they work
- Incentive points accumulate and can be redeemed for a variety of items (see a sample table below)
- Additional incentive points can be earned through the CORNERSTONE APPLAUSE CARD Team Members will not receive points for the week if they have any disciplinary situations, including but not

300

ITEM	sissues.
One Free Soda (VIP Café only) One Free Visor / Hat	# of Points
One Free Visor / Hat	
One Free Movie Pass / Local Attraction Passes Restaurant Gift Certificate	150
Restaurant Gift Certificate	200
2 - One-Day Comp Ticket	250

## MANAGEMENT RESPONSIBILITIES

- Dept Management will utilize the Time Sheets (Dally or Weekly) to track Team Members. Dept Management will mark on the time sheet if the Team Member has a violation
- Management will be able to utilize the new VERBAL WARNING CARDS to discipline Team Members that are in another department and should receive a verbal warning from a member of the management team. Dept Management will be responsible for updating your time sheets with new hires/location moves.

#### HR TACKS THE DATA

- HR will mark the information from the time sheet onto the tracking spreadsheet.
- HR will track the points through the spreadsheet and track any redemption of points. HR will add any new hires to the spreadsheet.

### CORNERSTONE APPLAUSE CARDS

- Team Members may be awarded additional points if they are awarded a CORNERSTONE APPLAUSE card. CORNERSTONE APPLAUSE cards are awarded to Team Members if they are witnessed demonstrating one of
- Cards are only awarded by a member of the leadership team. (GM, DIR, MGR, SUP, or FT STAFF) Cards can be saved and Team Members may redeem up to four (4) at one time through HR.

## APPLAUSE CARD FLOW

- Mgmt presents the card to the Team Member. Team Member presents card at the VIP Café.
- VIP Cashier rings the card up (special free coke button) the cashier should have the same amount of cards as
- Cash Control accounts for the number of cards for that day. Cash Control sends the cards to HR for the HR will mark the information into the tracking spreadsheet.

### CORNERSTONE STAR

If a Team Member receives a CORENERSTONE APPLAUSE card for each category, they will be recognized and is a reason minimum reverse of somewhat love on remove cere on each consens, oncy which covers celebrated. Photo on the walf, certificate, special CORNERSTONE STAR t-shirt, nametag decal, etc...

- For every 100 points received during the season, Team Members will receive \$100.00 in Cornerstone Cash. Cornerstone Cash may be used to bid on prizes at the end of the season at an auction.
- Cornerstone Cash will be tracked by the Human Resources Department and handed out at the auction. Cornerstone Cash has no cash value and can only be used at the End of the Season Auction.



		CALLES AND ATTRACTIONS. FUENTS AND CHEATHANG																				
DATE EVENT / GIVEAWAY NAME						GAMES AND ATTRACTIONS - EVENTS AND GIVEAWAYS												1/26/20				
	Saturday, February 8, 2020	Free Donut Day	9:00a	FEBRUARY S M T W T	F S	MARCH S M T	w	T F	APRII 5 5 N	IL M T	W	T F S	M	AY M	T W	т	F S	JUNE	T V	V T	F S	
	Sunday, February 16, 2020	M&M Giveaway			7 8	1 2 3	4	5 6 12 13	7		1	2 3 4		4	5 6	7	1 2	7 8	2	4	5 6	
	Saturday, February 29, 2020	Minute To Win It Team Comp Event	8:30	2 3 4 5 6 9 10 11 12 13		8 9 10 15 16 17						9 10 11 16 17 18	_	11	-	,	8 9 15 16		9 1		12 13 19 20	
	Saturday, March 14, 2020	Games NINTENDO SWITCH NIGHT	8:30	16 17 18 19 20 23 24 25 26 27		22 23 24 29 30 31		26 27			22 2	23 24 25					22 23	21 22		4 25	26 27	
	Saturday, March 28, 2020	Free Nacho Day		23 24 23 20 27	20 23	25 50 5.			20 2	27 20	25 .	~	31		20 27	20	25 30	20 2.				
	Mon April 6 - Thur April 9	Poker Tournement (One Round Each Day)	8pn	AUGUST SEPT		SEPTEMB	ER		OCTOBER				NO	NOVEMBER				DECEMBER				
	Friday, April 10, 2020	Final Table	9pn	S M T W T	1	1	2	3 4	5 5 N	IVI I	W	1 2 3	1	2	3 4	5	6 7	5 W	1	2 3	4 5	
	Sunday, April 12, 2020	Pool / Billards Tournement	TBC	2 3 4 5 6 9 10 11 12 13	7 8	6 7 8 13 14 15	9		12 4 5 19 11 1	5 6	7	8 9 10	8 7 15	200	10 11 17 18		13 14 20 <b>21</b>	6 7 13 14	8 9	10	11 12 18 19	
	Sunday, May 3, 2020	Games You Can't Normally Play Night!	TBC	16 17 18 19 20		20 21 22				19 20	21	22 23 24			24 25		The same of the same of	20 21		3 24	25 26	
	Saturday, May 30, 2020	Employee Meal	TBC	23 24 25 26 27 30 31	28 29	27 28 29	30		25 2	26 27	28	29 30 31	1 29	30	= Gives	away	= E		29 3	0 31		
	Mon June 8 - Thur June 11	Mini Golf Team Tournement	TBC	EVENT / GIVEAWAY NAME			TIME LOCATION						and the state of t									
	Sunday, June 14, 2020	Arcade Exclusive	11p	Free Donut Day M&M Giveaway	9:00an	1 to	2:00pm	Games Office	1100		wailable for							in the las				
	Friday, June 26, 2020	Reward Giveaway, on a non-payday!	TBC				1 to	Its over	_	City	Employees will have a chance to win a jar of M&M's by guessing how many are in the jar  Teams will compete in a <b>Minute to Win It</b> style competition - Winners awarded cool prizes											
	Saturday, July 18, 2020	Ice Cream Giveaway	TBC	Games NINTENDO SWITCH NIGHT Free Nacho Day			1 to	Its over	Haunted Castl Games Office		Employees compete on NINTENDO SWITCH GAMES - Winners awarded prizes											
	Friday, July 24, 2020	Reward Giveaway, on a non-payday!	TBC				to	its over		1100	Free Nachos available for all Games Employees - Located in the Games Office  Each Round - 10 Players compete to win at NO LIMIT TEXAS HOLDEM - 1st and 2nd move to final table											
	Sunday, August 23, 2020	EOS Party / Auction Night	10p	Final Table Pool / Billards Tourneme		9pm TBD	to	its over	Haunted Castl Game Deck	71111		8 - 10 playe						PION				
	September TBD	Lead Only Event	TBC	Games You Can't Normal					Varies	100		os es at 8 pm) ie park's Gan						acks				
	Monday, September 7, 2020	Tony's Annual Cookout	TBC	Employee Meal Mini Golf Team Tournem		TBD			TBD			sides, and n										
	Sunday, September 13, 2020	Team Event TBD	TBC	Arcade Exclusive	nenc	11pm	to	12:30am	Buc Bay Casino			ompete in a oyees and or								ded.		
	Saturday, October 3, 2020	Team Event TBD	TBC	Reward Giveaway, on a	non-payday!	TBD			Games Office			ho work this										
	,,			Ice Cream Giveaway		TBD			Games Office	1100	Ice Crear	n for Games	Employe	es - Loca	ted in the	e Games	Office					
	October TBD	Supervisor Only Event	TBC	Reward Giveaway, on a EOS Party / Auction Nigh		TBD 10pm	to	12am	Casino / Aloh	City		ho work this					-	drawn the	oughout	he day.		
	Saturday, November 21, 2020	Employee Meal	TBC	Lead Only Event	116.	TBD	07	Izam	TBD	TBD		debrate the E	nd of Sur	m mer an	d win aw	vesome	prizes!					
	Saturday, December 19, 2020	Select A Gift Giveaway	TBC	Tony's Annual Cookout		TBD			TBD	-		he puts his	culinary s	kills to 1	the test -	Free Foo	od for game	s employ	ees . Locat	on TBD		
		Suitary, September	13,202	Team Event TBD		TBD			TBD			ses at 7pm)										





# Start at the Interview Level

## **Group Interview Sessions = Engagement**

- 2 Hours in length
- 20 potential Team Members per session
- At least 3 group games/activities
- Rated on specific criteria
- Hired on site if they qualify

## Involve your leadership team in the hiring process

 Have leads and Supervisors sit in on interviews. They can ask questions and provide feedback. They also can give an accurate description of the job to your candidates.





# Have fun during training

## **Training = Engagement**

- Use several activities like ice breakers or energizers
- Play games throughout the class
- Form groups whenever possible -Group challenges build team bonding
- Reward participation
  - Candy
  - Free Tickets
  - Gift Cards







# Have fun during training

- Avoid lecture only style classes
- Involve your team with training
  - Have top performing team members or leads be your OJT trainers. This
    allows them to build relationships with new hires.
  - Assign new hires a mentor for their first 90 days. Give them feedback on their progress, strengths, and opportunities.





## Communicate it





Keep their total location clean, including: Under counters, price storage bins, and back areas

Each Team Member will be allotted 1 per June, July, and August

The prize list will change periodically, please check the SPINS Information Bo . The SPINS program may be altered at any time. Please review the SPINS Inf If a Team Member is terminated, they will not be eligible to redeem their SPINS If a Team Member resigns, they must redeem any SPINS cards before their last day of work

Lost or stolen SPINS cards will not be replaced

To award a card, a Team Member must do so through a Supervisor o





# **Communicate It**

- Communicate it to the employees from the moment they become an applicant, to the moment they leave the company... never stop communicating.
- Formulate and communicate to your leadership team. Ensure they understand the goal / the vision.
- Use all forms of communication.

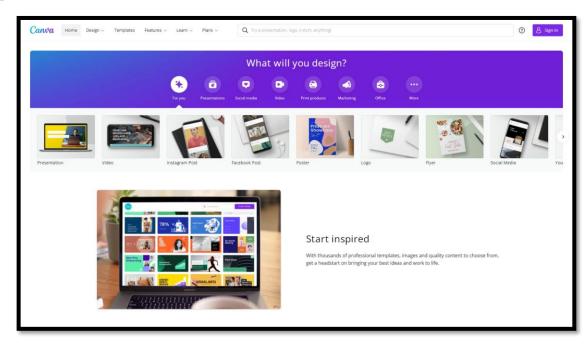




# **Communicate It**

## CANVA.COM

- Easy to use / templates available.
- Learn how to design and make things creative.
- Assign someone to create.
   There is always someone who wants to be creative.



# **Acknowledge and Reward It**

Reward and recognize your team members for engagement.







# **Employee Engagement**











# **Employee Engagement**

## **Set the Stage and Expectations up Front**

- Personally set up a 1 on 1 with each new hire within 14 days.
- Have them complete a survey to find out their learning style and ask what their expectations are from their job and their boss.
- Highlight some of your department goals and what your expectations are as their manager.
- Set up office hours for your team members. Needs to be blocked off and consistent. Allow them to set up their own appointments on the calendar.





# **Employee Engagement**

## **City Council** (Team Member Committee)

- Have your team members help shape programs
- Helps the team feel they have a say / you are listening
- Helps identify potential leaders





# **Pre-Shift Fun**









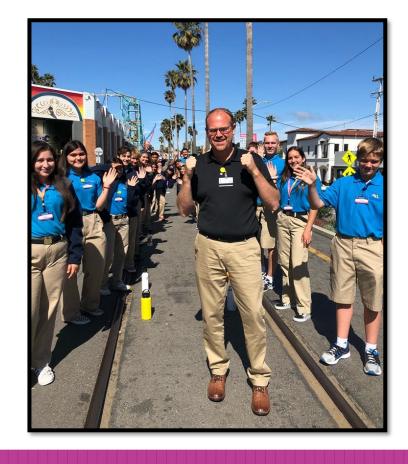
# **Pre-Shift Fun**

## **Pre-Shift Meetings should:**

- Be fun (#1 on the list)
- Be less of an information session
- Involve Activities
- Result in energy for the team
- Be a place to recognize an employee

## **Please Do Not**

- Focus on negatives (numbers / performance)
- Focus on their task







# **Team Meetings**

## **Hold a Monthly / Quarterly Meeting**

- Have fun / Combo into an event
- Update the team / celebrate the team
- Keep them brief and to the point
- Food & Beverages are key







# **Engagement with Department Leadership**

## **Tools for Leaders:**

- Meet with your leads and supervisors periodically and have a business style update on the department's performance.
  - Reinforce the expectations
  - Always start with an energizer or ice breaker at the meetings, this reinforces their role as leaders.
- Have management lead the daily morning meeting and recognize one team member in front of the group.
- Send a morning email with daily park updates for your area and including any recognitions from the day before.







# **EVENTS, COMPETITIONS, PARTIES,**& FUN ACTIVITIES







# **Get Your Organization Involved**

## **Plan for Events:**

- Give your team a schedule of events for the season. This allows them to plan for the events and will hopefully drive participation.
- Invite senior leadership to your events. It gives them an opportunity to meet your team on a more informal environment.
- Use potlucks to your advantage to help control expenses.
- Don't hesitate to get out of your comfort zone to make your team happy.
   Dressing in a funny costume or perform a skit. Your team will remember these moments.
- Make successful events Annual.





# **Engagement – Events, Parties, & More**

Communicate it up front / commit to them

Bi-Weekly Events

Have a variety of events





# **Engagement – Fun Activities**

## Quick & Fun

- During Work
- Something visible
- Food is always a positive.
  - Ice Cream
  - Donuts
  - McDonalds Breakfast
  - Special T-shirts
  - Giveaways (M&Ms)







# **Engagement – Parties and Events**

## **After Work**

- Ride Event
- Game / Arcade Event
- Group Competitions
- Poker Tournament
- Sporting Events
- Free Food Days







**Engagement – Parties and Events** 

## **Other Events**

- Float into Summer
- Pie Day
- Sundae Bars
- Water Balloon the Boss
- Kickoff Events to certain Seasons or Events







# Reward & Recognition







# **Create Programs**

CITY CASH REWARDS

UPDATED 6/5/2016

In addition to the above items, HR may feature an item of the month. Prices will vary.

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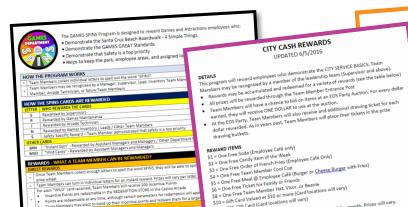
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# **LAAPA**®



#### CONERSTONE COMMITMENT PROGRAM

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- Additional incentive points can be earned through the CORNERSTONE APPLAUSE CARD
- · Team Members will not receive points for the week if they have any disciplinary situations, including but not limited to grooming/wardrobe and attendance/tardiness issues

ITEM	# of Points	
One Free Soda (VIP Café only)	100	
One Free Visor / Hat	150	
One Free Movie Pass / Local Attraction Passes	200	
Restaurant Gift Certificate	250	
2 - One-Day Comp Ticket	300	

#### MANAGEMENT RESPONSIBILITIES

- Dept Management will utilize the Time Sheets (Daily or Weekly) to track Team Members.
- . Dept Management will mark on the time sheet if the Team Member has a violation
- Management will be able to utilize the new VERBAL WARNING CARDS to discipline Team Members that are in another department and should receive a verbal warning from a member of the management team.
- Dept Management will be responsible for updating your time sheets with new hires/location moves.

- HR will mark the information from the time sheet onto the tracking spreadsheet.
- . HR will track the points through the spreadsheet and track any redemption of points.
- HR will add any new hires to the spreadsheet.

#### CORNERSTONE APPLAUSE CARDS

Team Members may be awarded additional points if they are awarded a CORNERSTONE APPLAUSE card.

- · CORNERSTONE APPLAUSE cards are awarded to Team Members if they are witnessed demonstrating one of the 4 Cornerstones - Friendly, Fun, Memorable, and Safe.
- Each card is worth 100 points.
- . Cards are only awarded by a member of the leadership team. (GM, DIR, MGR, SUP, or FT STAFF)
- Cards can instantly be redeemed for a FREE SODA at the VIP Café.
- . Cards can be saved and Team Members may redeem up to four (4) at one time through HR.

#### APPLAUSE CARD FLOW

- . Memt presents the card to the Team Member.
- Team Member presents card at the VIP Café.
- VIP Cashier rings the card up (special free coke button) the cashier should have the same amount of cards as they do FREE COKE transactions. Cashier then hole punches the card.
- · Cash Control accounts for the number of cards for that day. Cash Control sends the cards to HR for the
- HR will mark the information into the tracking spreadsheet.

#### CORNERSTONE STAR

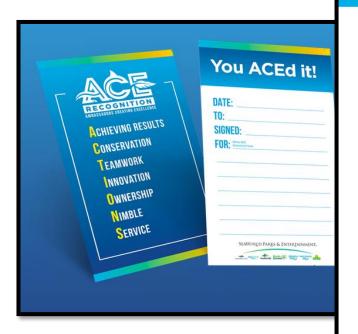
If a Team Member receives a CORENERSTONE APPLAUSE card for each category, they will be recognized and celebrated. Photo on the wall, certificate, special CORNERSTONE STAR t-shirt, nametag decal, etc...

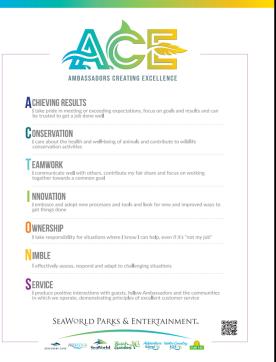
#### CORNERSTONE CASH

- For every 100 points received during the season, Team Members will receive \$100.00 in Cornerstone Cash.
- . Cornerstone Cash may be used to bid on prizes at the end of the season at an auction.
- Cornerstone Cash will be tracked by the Human Resources Department and handed out at the auction.
- · Cornerstone Cash has no cash value and can only be used at the End of the Season Auction.

# **Reward & Recognition Programs**

Use your company culture, mission, goals, etc. in the program.









# **Reward & Recognition Programs**

Make them easy to understand

Make them easy to administer



#### CITY CASH REWARDS

UPDATED 6/5/2016

#### DETAILS

This program will reward employees who demonstrate the CITY SERVICE BASICS. Team Members may be recognized by a member of the leadership team (Supervisor and above).

- Rewards may be accumulated and redeemed for a variety of rewards (see the table below)
- All prizes will be rewarded through the Team Member Entrance Post
- Team Members will have a chance to bid on items at an EOS Party Auction. For every dollar earned, they will receive ONE DOLLAR to use at the auction.
- At the EOS Party, Team Members will also receive and additional drawing ticket for each dollar rewarded. As in years past, Team Members will place their tickets in the prize drawing buckets.

#### REWARD ITEMS

- \$1 = One Free Soda (Employee Café only)
- \$2 = One Free Candy Item of the Week
- \$3 = One Free Order of French Fries (Employee Café Only)
- \$4 = One Free Team Member Cool Cup
- \$5 = One Free Meal @ Employee Café (Burger or Cheese Burger with Fries)
- \$6 = One Free Ticket for Family or Friends
- \$8 = One Free Team Member Hat, Visor, or Beanie
- \$10 = Gift Card Valued at \$10 or more (Card locations will vary)
- \$20 = \$25 Gift Card (Card locations will vary)

In addition to the above items, HR may feature an item of the month, Prices will vary,

#### MANAGEMENT RESPONSIBILITIES

When rewarding, leadership members will fill in the name/department, mark the category
for which the Team Member demonstrated the CITY SERVICE BASICS item. On the back they
will write out the details of the situation, date of the reward, and write their initials. Please
be specific in the details section.

#### HR TRACKING

- HR will receive, record, and track all CCR dollars through the Team Member Entrance.
- . HR will distribute all rewards through the Team Member Entrance only.
- For all Employee Café rewards, HR will distribute vouchers to be redeemed at the Employee Café Team Members will NOT be able to directly redeem CCR dollars at the Employee Café.
- At the EOS Party, HR will distribute the rewarded amount of tickets and auction dollars.





**Reward & Recognition Programs** 

Have the program encompass several ways to be rewarded

- Instant
- Weekly / Monthly
- End of Season (Summer)







## **Example:**







### **Example:**



The GAMES SPINS Program is designed to reward Games and Attractions employees who:

- Demonstrate the Santa Cruz Beach Boardwalk 4 Simple Things
- Demonstrate the GAMES GREAT Standards
- Demonstrate that Safety is a top priority
- Helps to keep the park, employee areas, and assigned locations clean at all times

#### HOW THE PROGRAM WORKS

- Team Members collect individual letters to spell out the word "SPINS"
- Team Members may be recognized by a Manager, Supervisor, Lead, Inventory Team Member, Games Maintenance Team

#### Member, Arcade Technician, or fellow Team Members

#### **REWARDS - WHAT A TEAM MEMBER CAN BE REWARDED?**

#### DIRECT REWARDS

- Once Team Members collect enough letters to spell the word SPINS, they will be able to spin the GAMES DEPARTMENT SPINS prize wheel
- Team Members can turn in individual letters for an instant reward. Prizes will vary per letter, per week see weekly list

For each "WILD" card received, Team Members will receive 100 Incentive Points

- Incentive Points are redeemable in the REDEMPTION STORE in the Casino Arcade
- Points are redeemable at any time, although certain parameters for redemption will apply
- Team Members may elect to build up their incentive points and redeem them for a larger prizes

#### **FND OF THE SUMMER REWARDS**

- For each SPINS Card awarded, Team Members will be allotted \$5 in Games Auction Cash.
- For each week that a Team Member has perfect attendance, they will receive \$5 in Games Auction Cash.
- For each week that a Team Member has no OVER/SHORTS, they will receive \$10 in Games Auction Cash.

Team Members will have a chance to bid on prize items at the GAMES DEPARTMENT AUCTION

A running total of Games Auction Cash will be posted outside the KEY ROOM giving employees a chance to see where they stand

fety is a top priority

s / Other Department Managers

, they will be able to spin the GAMES DEPARTMENT SPINS

Prizes will vary per letter, per week - see weekly list

entive Points

the Casino Arcade

s for redemption will apply

redeem them for a larger prizes

Games Auction Cash.

ill receive \$5 in Games Auction Cash

receive \$10 in Games Auction Cash.

IES DEPARTMENT AUCTION

- Cards may not be a rewarded to the same Team Member
- Each Team Member will be allotted 1 per June, July, and August
- To award a card, a Team Member must do so through a Supervisor or Manage





## **Example:**

End of the Summer Auction Event



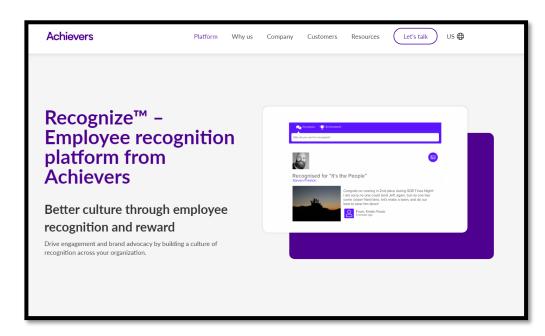




## **Tools to Highlight Recognition**

### **Tools for recognition:**

- Use outside platforms for recognition
- Achievers allows all members of your organization to recognize each other for their contributions.







## **Tools to Highlight Recognition**

### **Tools for recognition:**

 Recognition boards in your BOH areas. Allows managers the opportunity to post feedback received from guests about specific employees.









### **Use Your Social Media for Good**

- Take advantage of the impressions you get on your social media accounts to highlight exceptional guest feedback.
  - Post guest comments that you receive about guest interactions where the employee went above and beyond to create a memorable experience.
- Create an employee focused account on social media.
  - Highlight events park wide that celebrate employee success.
  - Post the employee of the month or top sellers.
  - Celebrate and recognize online.





## **Tools to Highlight Recognition**

### **Tools for recognition:**

- Recognition boards in your BOH areas. Allows managers the opportunity to post feedback received from guests about specific employees.
- Create an employee of the month and year program. Post their photos and bios in BOH areas.







### Recognition

# The Record Holders









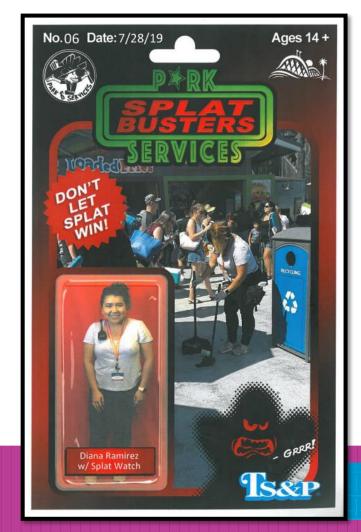
## Recognition

### **Be Unique**

- Unique recognition programs
- Create displays / communications for your programs

ACTION FIGURE SET









## Recognition







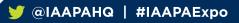
### Recognition - Don't Leave Anyone Out

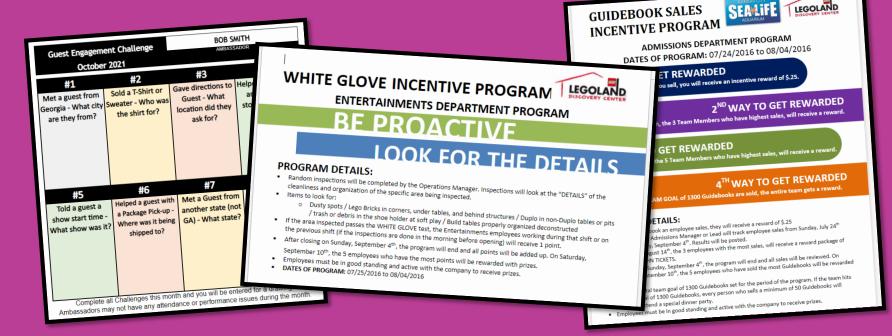
It's important to remember that your management team are employees as well and deserve recognition and praise.

- Create a Leader of the Quarter, Month, or Year Program
- Handwritten card on their Work Anniversary
- Post on LinkedIn
- Celebrate National Bosses Day
- Take them out for a dinner or lunch "Thank You"













- Reward often / Do not wait till the end of the season
- Incentive rewards Does not have to equal money
  - Barter Items Local Attraction Tickets, Movie Passes, etc.
  - In-house giveaways (SeaWorld offers a Free Animal Encounter)
  - Awarded PTO
- Ask your employees what they want
- Measure more than revenue
  - Engagement
  - Guest Satisfaction Scores
  - Online Reviews and Scores





### **Revenue Sales Programs**

- Daily, Weekly, or Monthly
  - Create a goal or contest and recognize the team
    if they accomplish it. You can keep the games
    open after you close, work with operations to ride
    an attraction after the park closes or work with
    Food to serve an end of the shift meal.
- Individual Sales Goals
- Location (Multiple Employees)
- Group (Multiple Locations)
- Purchase with Purchase Sales
- Impulse / Cash Wrap Items

### GUIDEBOOK SALES INCENTIVE PROGRAM





ADMISSIONS DEPARTMENT PROGRAM
DATES OF PROGRAM: 07/24/2016 to 08/04/2016

#### 1<sup>ST</sup> WAY TO GET REWARDED

For each GUIDEBOOK you sell, you will receive an incentive reward of \$.25.

#### 2<sup>ND</sup> WAY TO GET REWARDED

On August 14th, the 3 Team Members who have highest sales, will receive a reward.

#### 3<sup>RD</sup> WAY TO GET REWARDED

On September 4th, the 5 Team Members who have highest sales, will receive a reward.

#### **4<sup>TH</sup> WAY TO GET REWARDED**

If the TEAM GOAL of 1300 Guidebooks are sold, the entire team gets a reward.

#### PROGRAM DETAILS:

- For each Guidebook an employee sales, they will receive a reward of \$.25
- Each week, the Admissions Manager or Lead will track employee sales from Sunday, July 24<sup>th</sup> through Sunday, September 4<sup>th</sup>. Results will be posted.
- On Sunday, August 14<sup>th</sup>, the 3 employees with the most sales, will receive a reward package of SCHUTTERBAHN TICKETS
- At closing on Sunday, September 4<sup>th</sup>, the program will end and all sales will be reviewed. On Saturday, September 10<sup>th</sup>, the 5 employees who have sold the most Guidebooks will be rewarded with prizes.
- There is a total team goal of 1300 Guidebooks set for the period of the program. If the team hits
  the total goal of 1300 Guidebooks, every person who sells a minimum of 50 Guidebooks will
  invited to attend a special dinner party.
- Employees must be in good standing and active with the company to receive prizes.





## **Encouraged Guest Engagement Programs**

- Encourage engagement directly
- Keep them simple
- Have Fun
- Build some competition if possible

	nent Challenge er 2021	BOB SMITH AMBASSADOR			
#1	#2	#3	#4		
Met a guest from Georgia - What city are they from?	Sold a T-Shirt or Sweater - Who was the shirt for?	Gave directions to Guest - What location did they ask for?	Helped a guest find an item in the store - What was it?		
#5	#6	#7	#8		
Told a guest a show start time - What show was it?	Helped a guest with a Package Pick-up - Where was it being shipped to?	Met a Guest from another state (not GA) - What state?	Gave a discount - What discount level was given?		





#### **Modeling 4 Simple Things**

#### Be There (is attentive and focused on Guests):

- · Arrives at their scheduled work location on time and in proper uniform guidelines
- · Responds to Guest and fellow co-workers when approached or communicated to
  - Pleasant greeting or parting comment:
    - Good (Morning/Afternoon/Evening) / Welcome to... (the Boardwalk /my ride/my stand)
    - Thanks for visiting / Have a good night / Thanks for riding / etc...
- Keeps their assigned work location clean

Actively participates in pre-shift and work-related activities

Smiles while in view of Guests

Ensures safety policies are being followed at all times

#### Choose Your Attitude (has a friendly disposition):

- Constantly displays a helpful attitude with both Guests and co-workers
- Displays a positive attitude at all times

#### Have Fun (enjoys their work):

- . Interacts in a fun way with Guest and fellow employees:
  - Gives a high five/fist bumps/etc... with Guest at their location (when possible)
  - Engages coworkers in a way that makes them laugh, dance, or enjoy their day more
- · Demonstrates enthusiastic greeting\*
- · Has enthusiastic interactions after the initial greeting\*
- Demonstrates an enthusiastic parting comment\*

#### Make Their Day (goes the extra step for the Guest):

- Demonstrates a "Pro-Active Stance" and thinks several steps ahead of the Guests' needs\*
- Offers suggestions or helpful tips\*
- · Takes an opportunity to serve guests and coworkers further\*
- Makes an interaction authentic and personal by asking questions to engage Guests in brief conversation\*
- Makes an interaction memorable by going above and beyond their duties\*

\*See department-specific examples provided during training and posted in your department ated activities

examples provided during





### **Unique Programs**

- Dept / Area Cleanliness Programs
- Speed of Service
- Most Organized Cash Counter
- Best Inventory Results
- Best Organized Stock Room
- Full Not Fluffed Fixtures

#### WHITE GLOVE INCENTIVE PROGRAM



**ENTERTAINMENTS DEPARTMENT PROGRAM** 

### BE PROACTIVE

#### LOOK FOR THE DETAILS

#### PROGRAM DETAILS:

- Random inspections will be completed by the Operations Manager. Inspections will look at the "DETAILS" of the
  cleanliness and organization of the specific area being inspected.
- Items to look for:
  - Dusty spots / Lego Bricks in corners, under tables, and behind structures / Duplo in non-Duplo tables or pits / trash or debris in the shoe holder at soft play / Build tables properly organized deconstructed
- If the area inspected passes the WHITE GLOVE test, the Entertainments employees working during that shift or on
  the previous shift (if the inspections are done in the morning before opening) will receive 1 point.
- After closing on Sunday, September 4<sup>th</sup>, the program will end and all points will be added up. On Saturday, September 10<sup>th</sup>, the 5 employees who have the most points will be rewarded with prizes.
- Employees must be in good standing and active with the company to receive prizes.
- DATES OF PROGRAM: 07/25/2016 to 08/04/2016





- Reward the achievements
- Rewards do not have to equal money
- Can you use your Prize Center for rewards?







- Communicate the achievements
- Display for everyone to see









### **Performance Feedback**







### Performance Feedback

### **Observed Performance Programs / Audits**

- Use specific ways to measure performance
- Do daily audits on team members.
- Have a set number that need to be completed by leads and management
- Go over the audit with them immediately

Team Member Name Evaluator Name (AS)	8		Date of Evaluation	
ATTENDANCE	Did the team member arrive on time to and from any rest or meal period	Yes	No	
GROOWING	Is the team member fully within park and grooming standards? (nametag / hair / clean shaven / e	Yes	No	
	What game location is the team member	r working?	7	
GUEST SERVICE	Did the team member greet the guest be approached the game?	Yes	No	
	Did the team member actively engage the conversation during the transaction an	Yes	No	
	Was the team member using the microphone at the game, if applicable?	Yes	No	N/A
TECHNICAL/ FUNCTIONAL EXPERTISE	Did the team member scan for the cash of transaction?	Yes	No	
	Did the team member scan for product g	Yes	No	
GAME	Is the team members game neat, stocked display full?	Yes	No	
	y question answered "no")			





## **Audit Examples**

RIDE	TEAM MEMBER	Clean	Gates	Grooming	Position	Restraints	Screening	Service	Speed	Spiels	Visual Scan	TOTAL	Initials
Centi-Speed													
Crank N Roll													
Drop Zone													
Galleon													
Jump Around													
Little Bumpers													
Little Harbor													
Rampage (Loader 1)													
Rampage (Loader 2)													
Rampage (Op.)													
RockinTug													
Royal Express													
Scrambler													
Splash Express													
Tea Cups													
Tilt A Whirl													
YoYo													
Breaker 1													
Breaker 2													
Breaker 3													
TOTALS													
			3 = E	XCEEDS,	2 = MEET	S, 1 = FAI	LS						
Clean	The ride, ride vehicles, queues, and surrounding areas are clean.												
Gates	E/E Gates are checked before each cycle, and being opened for Guests after.												
Grooming	Team Member is in complete grooming guidelines (Nametag, shoes, shorts, shirt, nails, hair, etc). 3W's												
Position	Team Member is in position at all times, staying in safety square during operation.												
Restraints	Every Restraint, Every Time. Physical checks are being completed in the proper direction.												
Screening	Height checks are being performed consistently, and guests are seated in appropriate seat, with no loose articles.												
Service	Team Member is delivering flawless Guest Service consistently.												
Speed		Team Member is working with a sense of urgency, and within appropriate cycle times.											
Spiels				Spiels are	e being gi	ven to all	guests, e	very time					
Visual Scan	Team M	lember ke	eeps their	eyes on t	the ride a	t all times	, and visu	ally scans	the area	before o	perating.		
DATE:	DAY: Check to ensure DOR's are filled out and signed during each audit.												





## **Audit Examples**

#### **AUDIT SCORES**

- Individual Daily Scores (We use a 30 point total/MVP Points, EXP Points, ERA)
- Team Daily Scores (Discussed in Evening Meetings).
- Individual Cumulative Scores (Based upon the average, overall scores).
- Team Cumulative Scores (Posted Weekly in Team Area).
- Use Individual/Team Cumulative Scores to reward Good Behavior:
- Training on New Rides / Breaker Positions / Leadership Consideration / Choose Your Position / Team Member of the Week
- Team Parties/Incentives















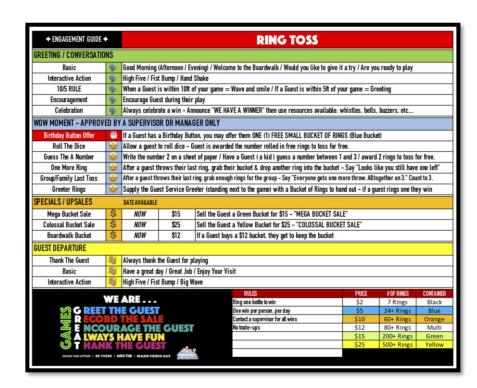




### **Create a Guide**

### **Engagement Guide**

- Put one in every location, this creates consistency
- It sets some parameters, while allowing the employee to go above and beyond







## **Engagement Drives Revenue**

### **Create A Guest Feedback Program**

- Encourage your organization to collect data from guest surveys.
- Build a company wide program that each department buys into.
- Use the surveys and feedback to have departments compete against each other.
- Celebrate the results at the end of the year and reward top departments in not only positive interactions but those who have corrected negative behaviors from prior years.





## Tell the Guest how to play / How to win

- This creates a memorable moment
- In Games, you want winners carrying the prizes around the park







## Create a video and post it online.

This helps to shed a positive light on Game Operations









### Memorable Moments, Free Plays, & More

- Rock Paper Scissors for a free play
- Before a race game, have the players do the hokey pokey
- Fun Interactive Challenges. If the Guest accepts and completes, they get an extra throw, shot, etc.
  - Dance off
  - Singing competition
  - Tell the best joke

Use your microphone to get others to watch.







### **EMPOWER YOUR TEAM TO MAKE MEMORIES**

O O COST UCTOR	A.	ACTIVITY OCCUPATION OF THE PROPERTY OF THE PRO			
WOW MOMENT – APPROVED BY A SUPERVISOR OR MANAGER ONLY					
Birthday Button Offer	<b>#</b>	If a Guest has a Birthday Button, you may offer them ONE (1) FREE SMALL BUCKET OF RINGS (Blue Bucket)			
Roll The Dice	1	Allow a guest to roll dice – Guest is awarded the number rolled in free rings to toss for free.			
Guess The A Number	9	Write the number 2 on a sheet of paper / Have a Guest (a kid) guess a number between 1 and 3 / award 2 rings to toss for free.			
One More Ring	9	After a guest throws their last ring, grab their bucket & drop another ring into the bucket - Say "Looks like you still have one left"			
Group/Family Last Toss	6	After a guest throws their last ring, grab enough rings for the group – Say "Everyone gets one more throw. All together on 3." Count to 3.			
Greeter Rings	•	Supply the Guest Service Greeter (standing next to the game) with a Bucket of Rings to hand out - if a guest rings one they win			
CDECIVI & / HDCVI EC		DATEAVAILADIE			





#### THINK OUTSIDE THE "PLUSH" BOX

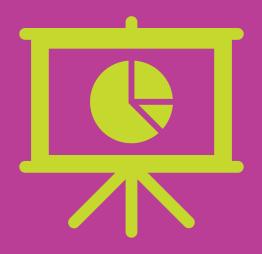
- Allow other employees outside the department to give away throws at a game like Ring Toss (scary concept)
  - The park greeter interacted with Guest and gave away rings to play the game - This had no negative impact on revenue







### Results







### **Attractions Team Example**

YEAR #	REVENUE
YEAR 1	\$25,000
YEAR 2	\$50,000
YEAR 3	\$100,000
YEAR 4	\$150,000+

#### **Go-Karts and Sky coaster:**

- 2011 Before a change in engagement
  - No emphasis on Employee or Guest engagement
  - No incentive programs
- 2012 NO incentives / Only a change in engagement
  - Focused on Team Building / Training / Speed of Service / Increased Capacity
- 2013 Introduced Incentive Programs
  - Year End bonus
  - Group Dinner Celebration / Their Choice
- 2014 Introduced an additional Incentive Program
  - Daily Incentive (Based on Per Cap)
  - Yearly Bonus
  - Dinner of Choice





### **Games - 3 Year Turnaround**

Using all the tools presented here, we saw a complete change in the department's overall performance. Including but not limited to:

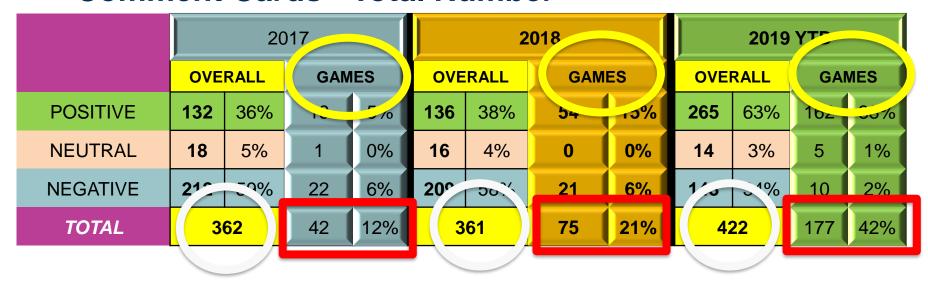
- Guest Engagement
- Revenue
- Employee Moral
- Turnover
- Presentation
- Impact on the park





### **Games - Results**

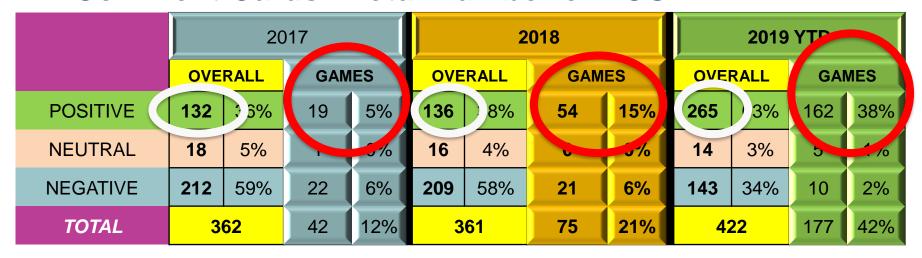
### **Comment Cards - Total Number**





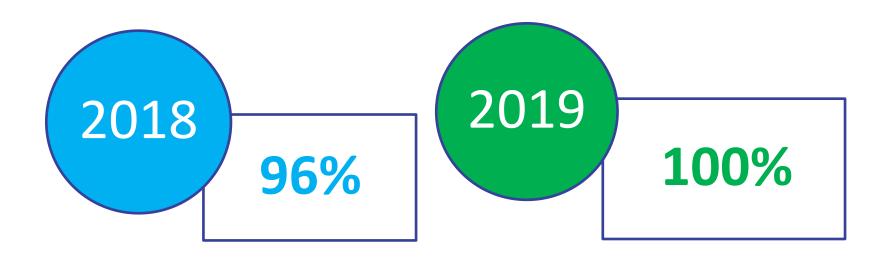
### **Games Results**

### **Comment Cards - Total Number of POSITIVE**





## **Games Results - Mystery Shopper**







### THANKS FOR YOUR TIME



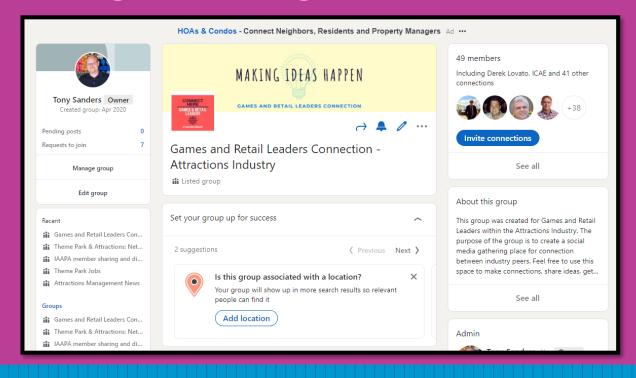




### FOR MORE INFORMATION

### **LinkedIn Group**

- Network with others
- Show examples







## QUESTIONS





