

## **The Business Group, Inc Announces New Employee Awards Program Calculator**

*The Business Group, Inc has recently developed a new employee recognition rewards calculator that measures the return on investment of a non-sales incentive or recognition awards program. The calculator puts a monetary value on a non-sales incentive or an employee recognition program.*

September 12, 2008 (FPRC) -- ROCKLIN, CA – The Business Group, Inc announces that they have designed a new calculator to determine a company's return on investment when implementing an employee recognition rewards program.

After plugging in the desired outcome into the calculator, customers can see the monetary gain that comes from using a non-sales incentive or recognition awards program. The calculator is a one-of-a-kind tool that specifically measures the return on investment of a non-sales incentive or recognition program.

"Our calculator consistently shows that recognition and other non-sales incentive programs work. When employees feel appreciated, they are more productive and stay with a company longer. A well-crafted non-sales incentive or recognition program can and does generate a significant amount of profit for companies in any industry. Employers simply need to establish tangible rewards and determine the correct delivery method," said Bob Dawson, CEO of The Business Group, Inc (<http://www.businessgroupinc.com/>).

The Business Group, Inc focuses on a variety of methods of recognizing employees. One program relies on peer recognition and gives employees the power to positively recognize each other. Another rewards long time employees with years-of-service recognition awards. Another method is based on a merit system. Each of these recognition awards programs has been proven by independent research teams to increase employee moral and loyalty.

"Happy employees are engaged employees. The cost of replacing an employee is staggering and smart companies understand the value of keeping their employees happy. Between advertising for the new job, interviewing potential employees and then the long training process, knowledge loss, and the fact that a competitor has gained access to someone with insider information, losing an employee is a cost many small companies can't afford. For a fraction of the cost of losing an employee, companies can begin a recognition or incentive awards program. The program will more than pay for itself the first time it's used successfully," said Dawson.

About Business Group, Inc: Since 1991, The Business Group (<http://www.businessgroupinc.com>) has provided products and services that provide accurate and measurable returns for funds invested in Incentive and Recognition Programs. Rather than relying on the allure of awards and prizes to motivate company employees, distributors or customers, The Business Group provides an in-depth study into the corporate culture and business environment. Armed with this market research, The Business Group then designs Incentive and Recognition Programs that provide a measurable ROI to the sponsoring corporation.

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**Keywords**

[employee recognition rewards](#)  
[recognition awards programs](#)  
[incentive awards program](#)

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