

cruise



2023

Commercial Ops Recognition Programs

EVERYONE IS WELCOME

Recognition Programs

Quarterly

Budget 1: \$0/person

Budget 2: \$100/person

- **Celebrate Cruisers**

Let's create a successful Cruise Comms Ops recognition program that celebrates and acknowledges the individual strengths and contributions of each team member, as they all matter!
- **Comms Plan 1**

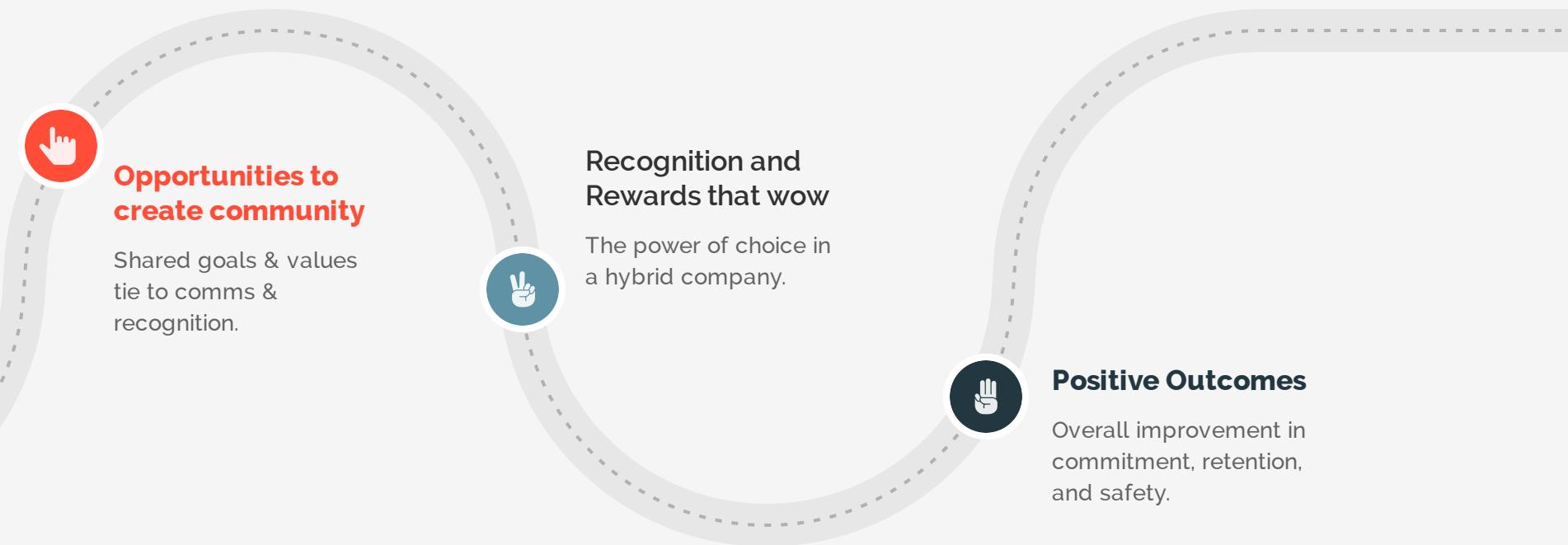
Send the proposal plan to the Commercial Ops leadership team for review.
- **Hybrid Model**

The Commercial Ops team works both remotely and in-person, and they can provide recognition in either setting.
- **Comms Plan 2**

The Commercial Ops leadership team has approved a communication to be released to the Commercial Ops team.

Recognition Program Goals

"If you want to wow your hybrid workforce and get them excited about and engaged at work, then you can't just settle for old-school reward and recognition tactics. What worked 15 years ago isn't going to cut it in today's workforce."



Cruise Values

Recognition: Employee Key Issues

Recognition Through
Leadership

Safety

SAFETY IS OUR PRIORITY

Sustainable

ALL ELECTRIC. EMISSION FREE

Inclusive

TRANSPORTATION ACCESSIBILITY



Family Friendly

LAURIE R.



Appreciation

KEITH B.



Flexible Hours

NIEL L.



Participation

REBECCA B.

Values Based Recognition Program

Cruise's organization is unique. Play to this strength.

Safety - Sustainable - Inclusive

1 Key elements

The power of choice, as well as inclusivity, equity, and rewards that are interesting to share and discuss, are key elements of the best practices.

2 How does it work

- Survey team members on what kind of recognition and rewards they would appreciate.
- Implement a digital platform to bridge the gap between remote and in person: Slack or Teams.
- Craft thoughtful value-based nominations forms for peer-to-peer and peer-to-manager which are collected from Commercial Ops leadership.
- Winners are chosen and their names are broadcasted throughout Company All Hands, Townhall, and Team channels.

3 Feedback

- Clear process, rewards and communication are key to a successful recognition program.
- Provide a feedback framework that allows managers and team members to convey likes, dislikes and opportunities for change.
- Iterate.



\$0 is the cost of showing gratitude and appreciation

Budget 1

Recognition for Everyone



At the end of each quarter, nominations forms are distributed to team members to recognize peer-to-peer and peer-to-manager achievements. These forms are then shared in a public channel, giving everyone a chance to join in the celebration of company culture.

Rewards



1 Peer and 1 Manager selected.

Choices from feedback: A fly parking spot for the quarter, A 30-minute call/in-person meeting with executive leader of choice, Presneter at the next company all hands, Day off, Monthly mentorship for the quarter with a leader of choice.



Announcement

A congratulations email from the executive leader. Public announcement in Cruise channels (team, org, company-wide). Story in newsletter/blog, and Cruise career page as a highlight.



\$100 for Culture Champions

Budget 2



Recognition for everyone

Every quarter team members are sent value-based nomination forms for peer-to-peer and peer-to-manager for total inclusivity. Submit to public channel for recognition and hype for all to see. Company culture comes alive with constant praising. So what's different about Budget 2? We'll utilize Snappy.com for rewarding for a WOW factor.



Rewards using Snappy.com

1 Peer and 1 Manager selected.

Each winner is sent a Cruise custom-branded email and text from Snappy.com. The notification takes the awardee to an awards site where they can select from a number of rewards: Branded swag, Donate to a Charity, Take a class, Choose from a number of categories: wellness, outdoor, electronics, hobby based items, A day off. The offerings can further be customized.



Announcement

A congratulations email from the executive leader. Public announcement in Cruise channels (team, org, company-wide).



Commercial Operations Leadership Team,

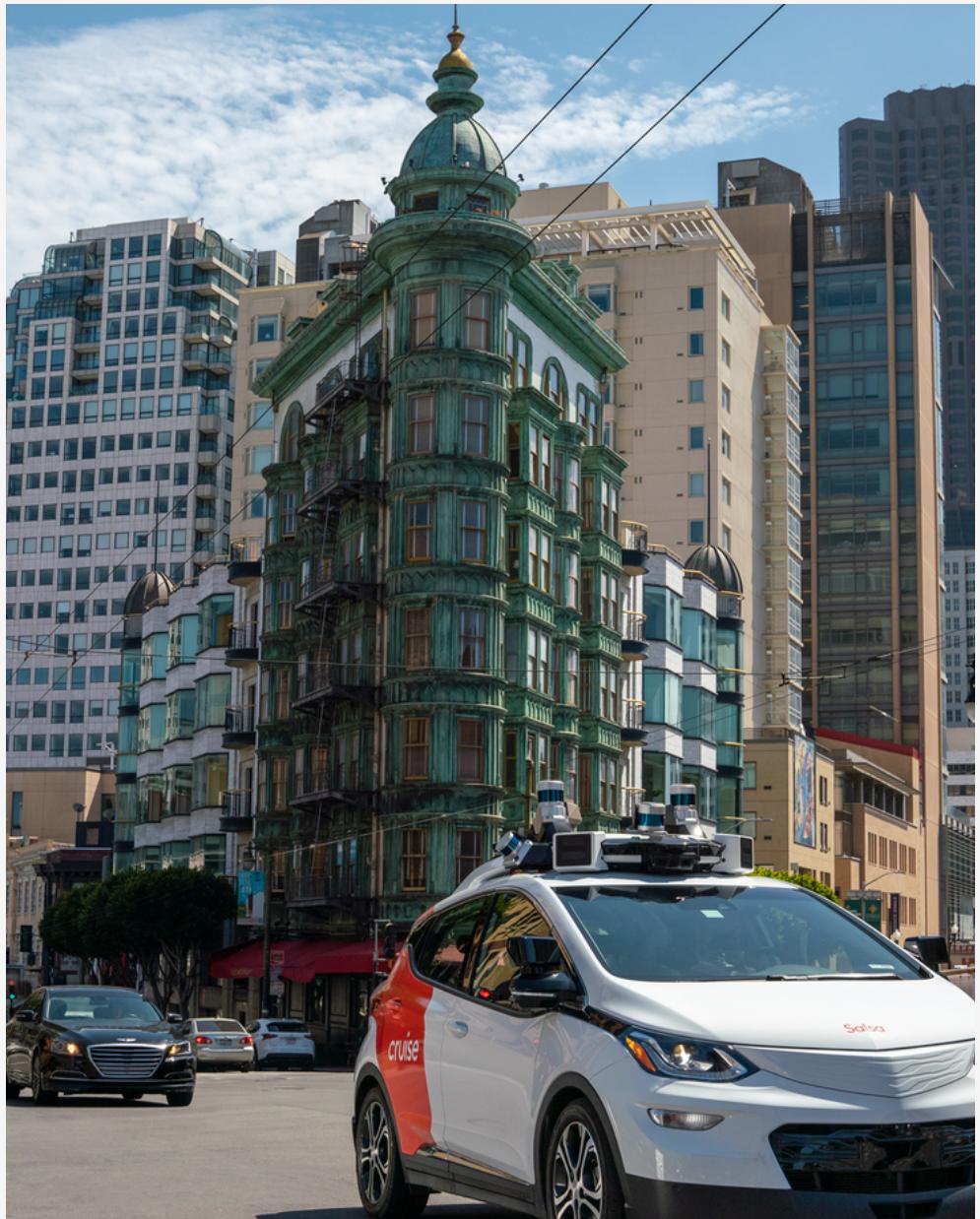
The purpose of this presentation is to highlight the importance of employee recognition at Cruise and outline the objectives, two budget options, and rewards associated with implementing an employee engagement program.

I'm proposing an employee hybrid value-based employee recognition program that incorporates Cruise's values: Safety, sustainability and inclusivity, and tying it to what today's employees find important in their life and career.

Budget 1 has total spend of \$0 per employee. This is a great way to introduce a recognition program at Cruise. It has a zero spend and will still motivate employees to champion Cruise culture with positive outcomes affecting safety, sustainability and inclusivity. We can utilize the communication tools we currently use. As Cruise grows, this program grows with it.

Budget 2 keeps all the same values and recognition as budget 1 but adds a gifting platform for an added experiential element. This option is also scalable with the dollar amount of gifting and added features that can include other celebrations such as birthdays, anniversaries and other life events.

The need for an effective recognition program is right now. This successful program will ignite company culture that will cater to our values and the desire of our team members.



Commercial Operations Team,

We are thrilled to announce our 2023 Employee Recognition Program, a celebration of our wonderful staff who embody the values of safety, sustainability, and inclusivity. You are essential to Cruise's success and we thank you for your dedication and hard work, whether you are onsite or working remotely.

The employee recognition program will utilize our Slack platform and have a dedicated team channel where we submit value based nominations for peer-to-peer and peer-to-manager recognition on a quarterly basis; creating an inclusive community of celebrating one another no matter our locations.

You have spoken and we have listened to what motivates you to be your best self at work, and what drives your performance. Our recognition program will offer rewards based on your personal choice; whether that's presenting at an all hands, taking a day off, taking a hobby class online, or having lunch with an executive leader, and so much more.

The commercial operations leadership team is here to support you and look forward to sending you shoutouts on our team channel. Everyone is invited to the table giving you an opportunity to celebrate your fellow Cruisers who make a difference.

