



Sierra Outstanding Associate Recognition- Guidelines

S.O.A.R

Objective

- The S.O.A.R. Program is an Associate recognition program that stands for Sierra Outstanding Associate Recognition. The S.O.A.R. Program recognizes Associates for positive behaviors that support a highly satisfied internal and external customer experience, along with representing and/or demonstrating exceptional contributions.

Recognition

- S.O.A.R. cards are awarded to Associates in the moment by Store Management, Coordinators, DMs and other members of the Store Operations Team based upon the pillars of People, Results, Teamwork, Fun and Integrity. All Store Associates, including Management are eligible to receive a S.O.A.R. card.
- On the front of the card, the issuer should write the recipient's name, the issuer's name and a brief description of why the recipient received the S.O.A.R. card. Upon delivery, the recipient should place their card on the S.O.A.R. Board.
- Below are some examples of behaviors, actions, and contributions that could be awarded with a recognition card, but this list is only a guide and other behaviors, actions or contributions can be rewarded with a S.O.A.R card.

It is critical that all store leaders execute the program fairly and consistently.

Recognition Pillars	Behavior examples
People	<ul style="list-style-type: none">• Smiles, Greets, Engages, and Thanks customers on a consistent basis• Receives positive customer comments• Responds quickly to customer needs and exudes a presence on the sales floor• Is consistently approachable and friendly• Puts customers before tasks• Consistently supports the front end and dressing room with customer service, cleanliness, go backs, etc.

Results	<ul style="list-style-type: none"> • Consistently replenishes features and takes the initiative to flex an area as needed • Consistently follows SOPs • Consistently drives UPT, UPH, and CPH • Energized by hard work and challenging situations
Teamwork	<ul style="list-style-type: none"> • Has a knowledge of merchandise and where it is located in the store to help the customer and other team members • Takes the initiative to recover an area. Consistently sizes, categorizes, and maintains exceptional presentation standards within a department to enhance the customer experience and drive sales • Is sensitive to the needs and wants of both internal and external customer • Consistently and accurately assists in training and mentoring new Associates
Fun	<ul style="list-style-type: none"> • Takes pride in their job and has a positive attitude regardless of the task they are assigned • Sets a positive example for others • Helps to foster an exciting store environment • Actively engages and participates with in-store initiatives
Integrity	<ul style="list-style-type: none"> • Knows and understands theft alert signals and immediately partners with Store Management • Being honest and authentic • Able to demonstrate the purpose of the Associate Dishonesty Tip-line • Models Company policy, guidelines, values and cultural factors

Prizes

- To maintain consistency among all stores, the monthly drawing will be the last Friday of each fiscal month. The monthly recognition cards will be removed from the S.O.A.R. Board and placed in a box. Management will draw awarded recognition cards for each of the specific prizes during a team huddle.
- Prizes will consist of one \$20 quint TJX gift card and between one and three \$10 quint TJX gift cards depending on sales volume of the store
- Gift cards are purchased by Management using Petty Cash utilizing the Associate Motivation code
- The number of gift cards awarded depends on the sales volume of each store

Cards Drawn Per Month		
Sales Volume	# of Cards	Prizes
< 3M	2	(1) \$20, (1) \$10
3M – 7.9M	3	(1) \$20, (2) \$10
8M+	4	(1) \$20, (3) \$10

- Management is not eligible to participate in the monthly drawings
- Associates are only eligible to win one time per month
- Once all drawings are completed, the remaining S.O.A.R cards are discarded in the secure disposal bin and the process starts again for the next month
- Store Management will post the monthly winners on winners' template which will then be posted on the S.O.A.R Board

Reporting

- Stores will report monthly winners to their District Administrative Assistants
 - Stores must include the Associate's AIN and the value of the gift

Ordering

- Ensure you always have a supply of S.O.A.R cards to hand out to Associates
- When you are running low, order them from Bunzl

Setup

- Store will have the option to use a 4x6 board or a 2x3 board depending on the amount of space available in their lounges
(See examples below)



Example of a 4x6 Board



Example of a 2x3 Board