

# Align and engage employees in your ownership culture

# Enjoy the journey

Employee ownership can shape your culture, decisions and future. It's a unique advantage, and when embraced by leadership and employees, creates feelings of empowerment, engagement and financial reward.



**Life is a journey,  
not a destination.**

—Ralph Waldo Emerson



# Take it from ITA Group

While we've been a company for 60+ years, our shareholders decided nearly 40 years ago that employees deserved to reap the financial rewards when our business achieves significant growth. We became the first employee-owned company in the industry, and it set the tone for how we support each other and our clients.

**Since then, we've been transforming how business feels so people and brands can thrive, together.**

We do this by maximizing performance with custom-crafted engagement strategies and experiences that inspire, celebrate and motivate employees.

## How we empower employees

Employee recognition

Employee engagement platforms

Employer branding and communications

Employee and corporate events

Learning and development

Milestone awards

# Unifying employees in a shared ownership culture

When an employee makes the shift from team member to “employee owner,” it creates a distinct difference in how they support themselves, each other and clients. There’s a greater sense of purpose and value.

Our experience shows that team members with 2–5 years of tenure are less invested and connected to the culture. So our approach begins with creating milestones along the employee journey to connect employees to the benefits of employee ownership.

## Communicate and celebrate employee journey milestones

- > **New employee onboarding:** Communicate the benefits of employee ownership emotionally and financially
- > **Year 1:** Provide a status-focused award that’s a unique symbol of being part of your organization and culture
- > **Vesting year:** Provide a physical award that symbolizes vesting and help employees calculate the employee-ownership value at retirement
- > **Year 5 and beyond:** Build upon the status award from year one
- > **Retirement:** Commemorate the years of commitment to your organization



## Results when celebrations are done right

**96%**

agreed they're excited for ITA Group's future and the role they play

**89%**

agreed they feel emotionally connected to the organization and our shared purpose

**88%**

agreed they feel empowered in their role as an employee-owner

*Based on a survey of team members in which 49% of respondents had three years or fewer of ITA Group tenure and 44% had more than five years.*

# Celebrating the stages of ownership

A thoughtfully planned brand experience communicates the value of shared ownership and celebrates your employees during each important milestone.

## EMPLOYEE ONBOARDING Introductory brochure

A printed brochure helps employees understand their path to employee ownership.



## YEAR 1 ESOP dollar frame

A framed dollar marks a team member's first year of qualified service and lets them display the dollar at their desk as a reminder of how far they've come.



## YEAR 2 ESOP journey stickers

Employees stick a variety of ESOP stickers to their laptops or water bottles to celebrate vested status or inspire them to "stick" with their goal of becoming a fully vested employee-owner.



## YEAR 3 ITA Group vest

Being 100% vested (at 3+ years of qualifying service) means employees have the right to receive earned contributions in our employee stock ownership plan, and they get their coveted ITA Group vest.



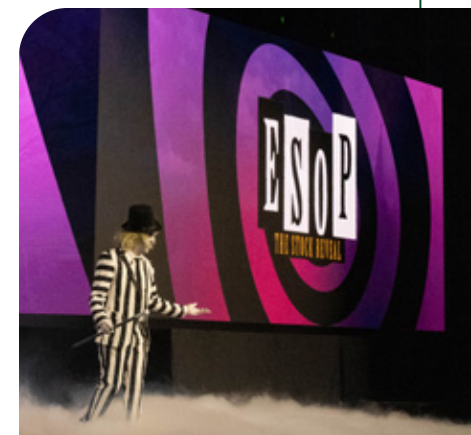
## YEAR 5 (AND BEYOND) ESOP milestone pins with pin card

Pins are given at year 5 and each 5-year mark after to celebrate employees' dedication to being ITA Group employee-owners. Milestone pins can be displayed on both the ESOP dollar frame and ITA Group vest.



## Annual stock price reveal

Make a memorable moment each year in how you release the new stock price, ideally at a company meeting or celebratory event.



# Creating excitement through a launch event

Take advantage of an all-employee touchpoint to reveal your employee-ownership milestone journey.

## WAYFINDING SIGNAGE

Event signage that features your employee-ownership committee and leadership directs employees to planned activities, and gets them on board with how important ownership is to your organization.



## EVENT LAUNCH

An employee-ownership communications committee and executive sponsor act as advocates. They're the voice of your employee-ownership message, communicating important messages across your organization.



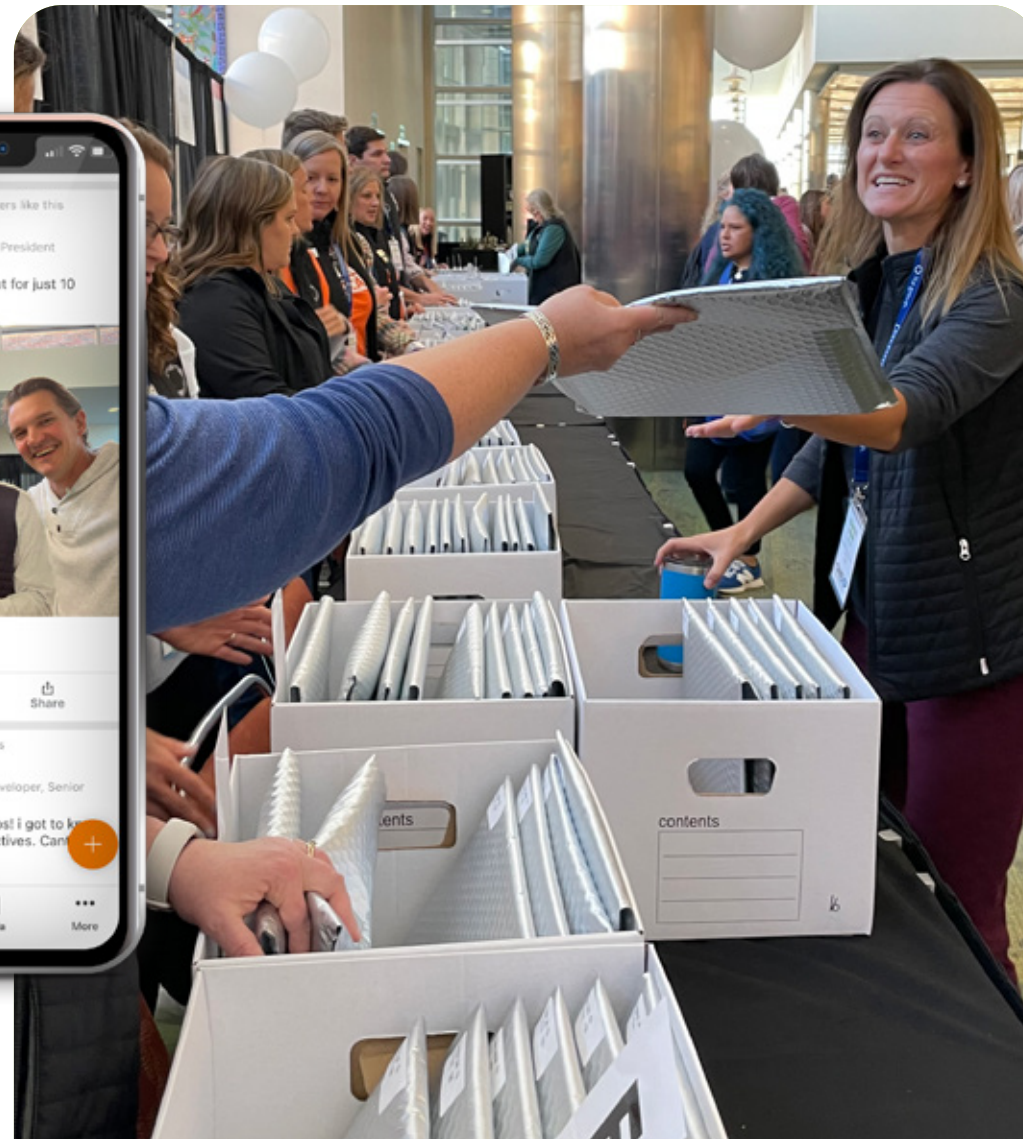
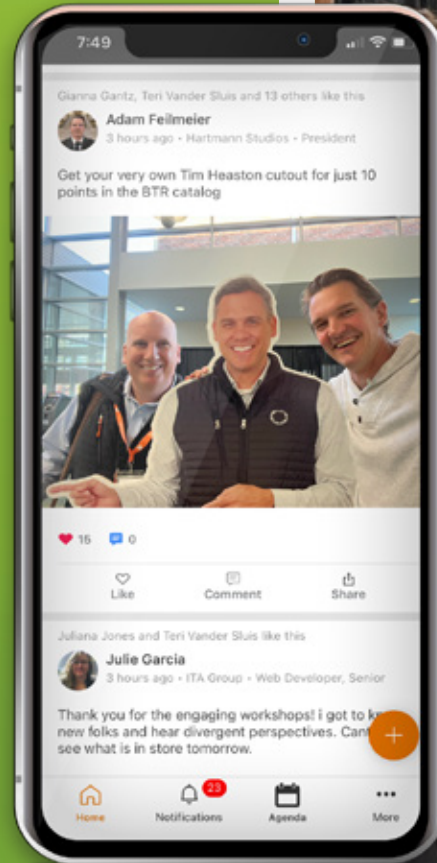
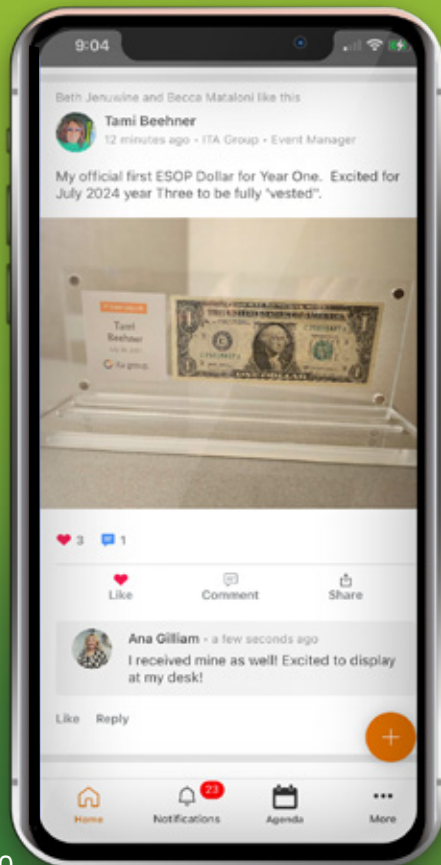
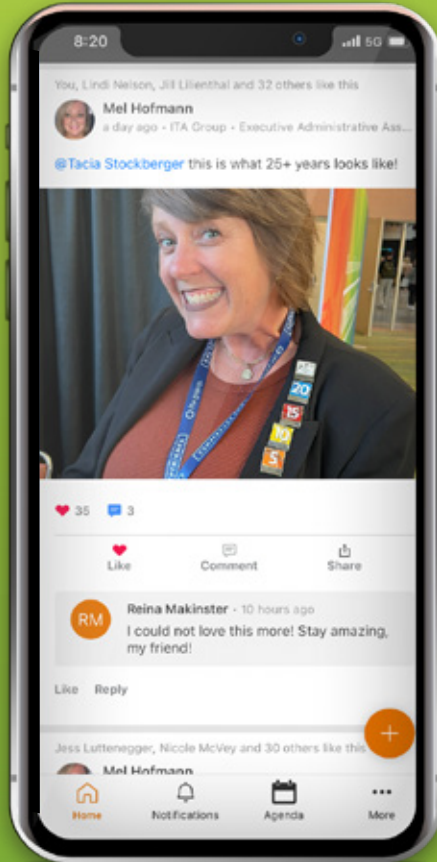
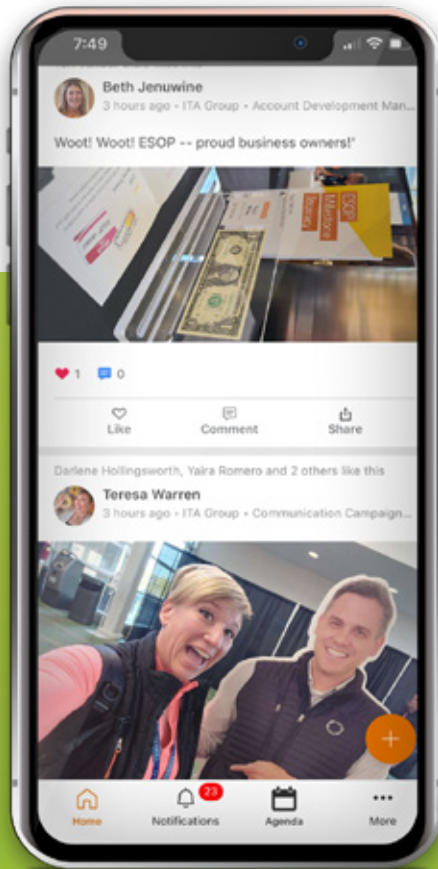
## INFORMATIONAL SIGNAGE

Displaying milestone gifts lets employees physically see what gifts they'll receive through their employee-ownership journey at your organization. Better yet: Incorporate gift distribution into an all-employee event to have more visibility around peers reaching specific milestones.



## GOING SOCIAL

Don't let your ownership energy stop after your launch event. We'll help you carry the message into your day-to-day work environment to constantly remind employees why your organization is great!





# Connect with us

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