



LegalShield - Creating a One-of-a-Kind Recognition Program Distributor: Charmelle

Creating a multi-faceted career path recognition program is a daunting task. Companies want something that communicates how proud the company is of the accomplishment, but also want something the recipients will value and want to display to others. Add in the desire to have one-of-a-kind awards that incorporate the company's brand as well as its corporate values and this daunting project seems to become next to impossible.

LegalShield, who recently introduced a new recognition award program to their Associates, knows just how hard (and how important) it is getting the program just right. LegalShield was recently purchased and went through a rebranding process. They decided on an arc pin for the main element in the recognition program. It is not only the main part of their new logo, but symbolizes their product – a shield that provides protection over their customers and customers' families' legal needs. Through its distributor Charmelle, Legal Shield worked with Dion to bring this design to life.

The program includes career path level lapel pins and subsequently attached pin "rockers" for higher career path levels that attach to the original pin. The program also includes, at the highest level of recognition, custom rings for Associates that earn specific commission income levels. New Associates receive a "shield" pin in their "Business in a Box" starter kit. Associates then earn their LegalShield worded attachable "rocker" when they advance to Sr. Associate level. Associates then receive higher level rockers as they move up to Director, then Executive Director. Executive Director level Associates can earn new "shield" pins with multiple stones when they reach Bronze Executive Director (one stone), Silver Executive Director (two stones), Gold Executive Director (three stones) and ultimately Platinum Executive Director (four stones).

Custom award ring recipients are those that earn commission of \$100,000 or more over a 12 month period. They have the choice of several different 10 karat gold upgradeable custom ring options to best match their own personal ring style preferences. For the men, choices include a rectangular signet style and a traditional wedding band style. Women can choose a signet style or a fashion style that includes a blue marquise cut center stone. These rings are awarded at the \$100,000 level and include one diamond. They are then upgraded with another diamond at \$250K, another at \$500K, and finally another at the \$1,000,000 level.

Another design option LegalShield is offering is a "Super Bowl" ring design. This Big Bling ring initially comes with a marquise shaped "pop" insert with the wording "\$100,000" on it. When the recipient subsequently reaches \$250K and \$500K, the insert is replaced with new marquise stone pop inserts with the new dollar level wording on them. When the recipient reaches the \$1 million dollar level, the ring is replaced with a new ring that includes a permanent multi-diamond insert. These rings are substantial in size and are hard to miss when worn on a sales call!

The new recognition program was unveiled in April at the Annual Meeting, to a packed crowd at the Oklahoma City Civic Center. Melanie Lawson explained each piece of the program in a glowingly received presentation. Melanie said feedback to date on the new program is, "The sales force loves the new pieces!"