

the official

Book Club Guide

for

Inspiring Work Anniversaries

*How to Improve Employee Experience and
Strengthen Workplace Culture through the
Untapped Power of Work Anniversaries*

by Rick Joi

Quintriple Publishing
New York

How to use this book club guide

Inspiring Work Anniversaries is designed for readers to skip chapters and focus on the ones that are most relevant to their specific situation.

While it can be discussed all at once at the end, or chapter by chapter, the most powerful way to read Inspiring Work Anniversaries as part of a book club is to discuss it in four sessions:

- **The introduction and part 1:** Before the first discussion, everyone reads the introduction and the two chapters in part 1.
- **Part 2:** Before the second discussion, everyone reads the intro to part 2, along with one or more chapters from part 2 that are most interesting to them.
- **Part 3:** Before the third discussion, everyone reads the intro to part 3, along with one or more chapters from part 3 that are most interesting to them.
- **The afterword and the appendices:** Before the fourth discussion, everyone reads the afterword along with one or more appendices that are most interesting to them.

How to purchase

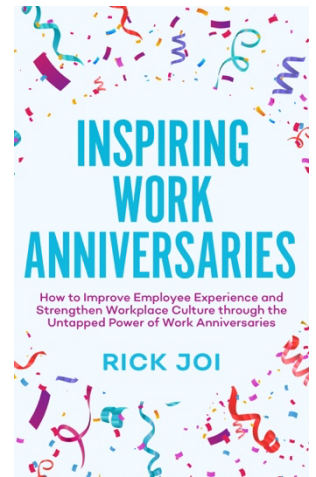
Inspiring Work Anniversaries is available everywhere books are sold — in all the formats:

- **Hardcover:** \$39.95 (ISBN: 979-8-9883454-3-5)
- **Paperback:** \$29.95 (ISBN: 979-8-9883454-4-2)
- **Audiobook:** \$19.95 (ISBN: 979-8-9883454-5-9)
- **eBook:** \$9.95 (ISBN: 979-8-9883454-1-1)

About the book

If your organization has employees, then it has work anniversaries—and odds are they're not great.

But done well, work anniversaries can be a phenomenal opportunity to strengthen your workplace culture and improve employee experience.



Armed with the knowledge in this book, you can make things much better with little or no additional budget!

About the author

Rick Joi is **the world's leading work anniversary expert.**

As the founder of The Workiversary Group—a company focused on dramatically improving the quality of work anniversaries around the world—Rick has spoken to *hundreds* of people in *dozens* of countries about their work anniversaries.



Prior to The Workiversary Group, Rick worked extensively to help both Top Workplaces and aspiring Top Workplaces improve their workplace culture. As part of that work, Rick has ten workplace improvement patents.

Introduction and Part 1 discussion questions

Introduction

Has the work of others ever saved your life?

What else stands out to you about how the work of others impacts your life?

Of the six organizational benefits listed on *page 7*, which one do you think is the most important to your organization?

What do you think about how well work anniversaries are celebrated relative to their importance?

What are you hoping to learn from this book?

Chapter 1: Why work anniversaries are so valuable

Do you know your organization's purpose?

What makes your organization unique? That is, what's core to your organization's identity?

What does your organization currently do to reinforce a strong feeling of belonging to the organization?

What does your organization currently do to convey that it cares about and supports employees?

Do employees put in the minimum amount of work they can get away with, or do they put in extra effort when they see an opportunity?

Of the three ways work anniversaries most positively impact organizations — (1) purpose, (2) belonging, and (3) perceived organizational support — which would be most valuable for your organization to improve?

Which is your organization best at?

Chapter 2: Why great work anniversaries are so hard

On a scale from zero to ten — with zero being terrible, five being mediocre, and ten being amazing — where do work anniversaries at your organization fall?

Have you ever witnessed favoritism in the celebration of a work anniversary?

How did it feel?

What does your organization currently do to acknowledge work anniversaries?

Is your organization ever late in celebrating work anniversaries, or does it ever entirely miss work anniversaries?

If yes to either of those, is it lack of time or lack of money that gets in the way?

Of the three forces of mediocrity — (1) avoiding favoritism, (2) limiting spending, and (3) limiting effort — which ones do you see negatively impacting your organization's work anniversary program?

Part 2 discussion questions

Of the nine roles covered in *Part 2* — (1) human resources, (2) managers & supervisors, (3) IT support, (4) CEOs, (5) executive assistants, (6) graphic designers, (7) marketing, (8) fun/culture committees, and (9) frontline employees — which currently are involved in celebrating work anniversaries at your organization?

Which roles would you like to see do more?

Which roles do you think would be most receptive to doing more?

What next steps could you take that you think would be effective at getting more people involved in celebrating work anniversaries?

Of the various suggested ideas mentioned for any of the roles that you read about in *Part 2*, which three stood out as the most valuable?

Of the various suggested ideas that you read about in *Part 2*, which ones could you do?

Which ones *will* you do?

Chapter 3: Ideas for human resources

What work anniversary gift would you most like to receive?

What work anniversary gift would you least like to receive?

If your organization took photos of every employee on their first day, where would be the best place to take the photo? That is, what would be most interesting to have in the background?

What was your favorite idea for human resources?

Chapter 4: Ideas for managers and supervisors

Would you like if your manager: (1) showed more appreciation, (2) celebrated successes more, (3) made more small, caring gestures, (4) had more thoughtful career conversations, or (5) had more team lunches?

Thinking back on all your work anniversaries and all your managers, does any work anniversary stand out for how your manager handled your work anniversary?

What's your favorite idea for managers?

Chapter 5: Ideas for IT Support

When and how is your work equipment upgraded?

On your next work anniversary, if you could pick something that would make you more productive, what would you pick?

Chapter 6: Ideas for CEOs (and other top leaders)

What's the most memorable thing you've ever seen a CEO do to acknowledge a work anniversary?

Has the CEO or another senior leader at your organization ever acknowledged your work anniversary?

If they have, how did it feel? Or if they didn't, how do you think you'd feel if they did?

On your next work anniversary, if the top leader of your organization asked you: *if you had a magic wand, what one change would you make to the organization?* — what would you say?

Chapter 7: Ideas for executive assistants

What do executive assistants at your organization do to support work anniversaries?

Who at your organization — whether they're an executive assistant or not — do you think would make the best work anniversary champion?

If the CEO's executive assistant only had time to do one idea from this chapter, which one would you most hope that they did?

Chapter 8: Ideas for graphic designers

How does your organization graphically emphasize the uniqueness of its culture?

Of the four work anniversary items needing design — (1) printed certificates, (2) all-hands slides, (3) numbered gifts (pins/stickers/blocks), or (4) company-branded clothing — which would you most like to receive on your work anniversary?

Chapter 9: Ideas for marketing

Considering the four questions on *pages 196 and 197*, does incorporating work anniversaries into your organization's marketing make sense for your organization?

Which external-facing roles in your organization could most benefit from having their work anniversaries publicly acknowledged on social media?

Chapter 10: Ideas for fun committees and culture committees

How are photos of your organization's activities, events, and accomplishments captured and shared?

How are your managers trained to contribute positively to your organization's workplace culture?

What was your favorite idea from this chapter?

Chapter 11: Ideas for frontline employees

Do you know how and where to find out the work anniversaries of your colleagues?

Who is on your list of close colleagues whose work anniversaries you would like to personally acknowledge?

Of the three ideas for things to say on someone's work anniversary — (1) the three words that best describe them, (2) your favorite memory from the past year, and (3) why you're thankful them — which one do you think is most meaningful?

What's in the way of you saying all three of those things to each of the colleagues on your list this coming year?

Are there any other ideas from this chapter that stood out as particularly useful to you?

Part 3 discussion questions

Which chapter or chapters in *Part 3* did you read and why?

Of everything you learned in *Part 3*, what stood out the most to you in each of the chapters you read?

What did you learn from *Part 3* that could be applied to your organization?

Chapter 12: Why work anniversaries are better than birthdays

How do your organization's handling of birthdays and work anniversaries compare?

How do your friends' and family's handling of your birthday and your work anniversary compare?

What do you think of the idea that organizations should put more energy into celebrating work anniversaries than birthdays?

Chapter 13: Work anniversary vendors and workplace culture

Have you ever had the choose-your-own-work-anniversary-gift experience?

What did you pick?

How was the experience?

Chapter 14: Work anniversaries and the power of cultural uniqueness

What's your organization's work anniversary word?

Using *page 257*, can you come up with a better word for your organization's work anniversaries?

What was your favorite idea from the cultural uniqueness chapter?

Chapter 15: Using work anniversary metrics to measure workplace culture

Have you ever taken an employee survey that was handled in a way that wouldn't make sense if you thought about the survey metaphorically as being like talking to your kid about school?

Are work anniversaries always celebrated on time at your organization?

At your organization, what percentage of managers deliver heartfelt messages of appreciation on their employees' work anniversaries?

Do employees at your organization have the opportunity to engage in job crafting?

What percentage of managers at your organization talk with their employees about their long-term career aspirations at least once a year?

What's your favorite work anniversary metric?

Chapter 16: Acquisitions

Have you ever worked at an acquired organization?

How were work anniversaries handled there?

The afterword and appendices

discussion questions

What was your favorite appendix and why?

Afterword: Improving your work anniversary program

Of the three foundations of a great work anniversary program — (1) acknowledging employees, (2) giving gifts, and (3) strengthening culture — which needs the most improvement at your organization?

Of the three intersections, which do you think is most important?

Appendix I: Top ten mistakes to avoid

Which mistake do you think is the worst?

Have you ever witnessed any of the mistakes somewhere you worked?

Appendix II: Top ten ideas for remote employees

Which idea do you think is most impactful?

Appendix III: Top ten workplace culture recommendations

Which recommendation do you think would benefit your organization's workplace culture the most?

Appendix IV: Three lists of three

Which list of three was most helpful to your understanding of work anniversaries?

Appendix V: How to write a great celebratory work anniversary speech

Have you ever given or been in the audience for a work anniversary speech?

If you have, what was most memorable from it?

What would you want said about *you* in a work anniversary speech?

Appendix VI: Taxes

Is your organization's work anniversary program noticeably affected by tax laws?

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How many unicorns did you find? 🦄

Did you send an email to ask for unicorn finding hints?

The most important discussion question

What will you now do differently because you read this book?

