How to
BRAVO!®
A Guide for Employees
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BRAVO Overview

Recognize and be recognized. Celebrate and be celebrated.

We are excited to introduce your new and exciting Employee Recognition program – BRAVO. This new program will feature a new recognition site with ways to recognize each other, ways to earn Reward Points to redeem for merchandise, event tickets, travel, and fun ways to celebrate Service Awards and more! BRAVO recognition program is designed to be a fun, meaningful way to celebrate the ways that employees are using the iC4 values to achieve success and drive results. Employees from around the globe can recognize each other from the BRAVO homepage.

BRAVO supports our philosophy of recognizing and rewarding employees who achieve results by demonstrating the iC4 values: **Think Customer, Be Committed, Drive Change, Stay Connected** and **Act with Integrity**.

Whether you are a manager or an individual contributor, everyone plays a pivotal role in the success of BRAVO. Read on, so that you learn about all the exciting ways that you can participate and start recognizing colleagues.
TYPES OF RECOGNITION

PEER-TO-PEER

BRAVO has four unique recognitions: Peer-to-Peer, Manager’s Discretionary, On the Spot and Service Awards.

I. Peer-to-Peer

Peer-to-Peer is a fun way for employees to give and receive recognition for demonstrating the iC4 values and driving results. It can include “EZ recognition” in the form of a comment, an eCard, or badges to celebrate a colleague’s achievement.

Value Badges

Value Badges are earned when a colleague is recognized for showing one of the values or doing something else with positive results*. Everyone can give or receive Value Badges. The giver of the Value Badge will be automatically entered into a monthly drawing for 50 Reward Points. Every month, 25 givers will be randomly selected to win 50 Reward Points, which can be redeemed for merchandise, event tickets, travel and more! Employees can win one time in any one month (as a giver).

The Value Badges for the Peer-to-Peer program include our five iC4 values* as well as a few additional values that we encourage everyone to demonstrate.

*All badges reset annually.
How to send Peer-to-Peer recognition:

1. Go to the BRAVO homepage
2. ENTER the Last Name of the employee you would like to recognize in the EZ recognition tile. Select the name simply by clicking on it
3. From the Select a Promotion drop-down, SELECT Peer-to-Peer or Life Celebrations
4. Tell your colleague why you’re recognizing them by typing a message in the comment box
5. CLICK SEND for an EZ Recognition (or click Advanced for steps 6 & 7)
6. Optional; if you want to customize your recognition with an eCard, choose the eCard you would like to attach to your recognition
7. Optional: Select a value from the Tell Us Why pull-down menu
8. CLICK PREVIEW
9. Once you’ve previewed your recognition, CLICK SEND
10. The eCard and recognition will be sent to the employee(s) and their manager(s)

BRAVO makes it easier than ever for employees to let their peers know they appreciate their extraordinary efforts!
II. Manager’s Discretionary

Manager’s Discretionary is what managers will use to recognize employees who achieve results through the iC4 values. Managers receive a discretionary Reward Point budget each quarter based on the number of employees on their team. Based on what’s being recognized, managers decide the level of Reward Points to give — anywhere from 20 to 400 Reward Points per recognition. Managers have the flexibility to recognize and give Reward Points to employees who are not on their team as well, and they have the flexibility to recognize several employees at one time or individually.

Value Badges

In addition to Reward Points, managers can also award Value Badges*. It’s a fun way to share your success with colleagues and feel appreciated for making a difference!

*All badges reset annually.
How to send Manager’s Discretionary recognition to one or more employees:

1. Go to the BRAVO homepage.
2. Enter the Last Name of the employee you would like to recognize in the EZ recognition tile. Select the name.
3. From the Select a Promotion drop-down, SELECT MANAGER’S DISCRETIONARY.
4. Tell your coworker why you’re recognizing them by typing a message in the comment box.
5. CLICK CONTINUE to go to the next page.
6. If you want to recognize additional employees select Add More Recipients and select each employee whom you wish to recognize.
7. Select an amount of Reward Points based on the size of the achievement. If you are recognizing multiple employees you can give different point amounts to each employee.
8. SELECT an eCard that matches the value you’re recognizing.
9. Select a value from the Tell Us Why pull-down menu.
10. CLICK PREVIEW.
11. Once you’ve previewed your recognition, CLICK SEND.
12. The eCard and recognition will be sent to the employee(s) and their manager(s).
III. On the Spot
Leadership can spontaneously recognize employees with an On-the-Spot card when they observe the iC4 values or exceptional performance. On-the-Spot cards contain various amounts of Reward Points as well as a code for redemption on the BRAVO website on the Homepage or “Activities” or “All” tiles. Once you receive an On-the-Spot card, please do not misplace it since we cannot replace lost cards. In addition, On-the-Spot cards cannot be redeemed for cash.
IV. Service Awards

BRAVO helps employees celebrate major employment milestones as well. Employees will receive a gift code to redeem for merchandise awards, a PURL Recognition Website and a Service Award badge based on their service milestone:

Recognition for Service Awards will begin at year one and every five years thereafter (including 40+) by granting the recipients a gift code to choose an Award.
Reward Points

Reward Points give you the power of choice, allowing you to select awards from the wide array of merchandise available from the online catalog.

Employees may receive Reward Points from Manager’s Discretionary and On-the-Spot card recognition, and from various drawings (such as our monthly drawing for givers of Peer-to-Peer recognition). Whether redeemed immediately or accrued for greater redemption power on a later date, Reward Points work to motivate colleagues and drive performance!

When you or your colleagues exhibit BRAVO-worthy values and results, we all benefit. Visit the BRAVO site to send a recognition today.
Q1: Who can give Reward Points?
A: Only managers can issue Reward Points to employees (including employees who don’t report directly to them).

Q2: Who can award On-the-Spot cards?
A: Leadership can award On-the-Spot cards to employees. Each leader will determine how to best distribute the cards.

Q3: What should I do if I lose an On-the-Spot card?
A: On-the-Spot cards are prepaid and will not be replaced if lost before the card is redeemed.

Q4: If I leave the company, how long do I have to spend the Reward Points I earned through BRAVO?
A: The Reward Points you earn through BRAVO are yours to keep even if you leave. We suggest that you redeem your Reward Points within three months of leaving.

Q5: What is the deadline to redeem my Service Award Gift Code?
A: Gift codes are active for three years, but can be resent with an exception approval thereafter. We recommend you redeem your gift code when received to ensure the brand/model you are redeeming for is available (as merchandise items are subject to change based on availability and trends).

Q6: Whom should I contact if I want to incorporate BRAVO into a specific program or project?
A: Please send an email to BravoServiceAward@la-z-boy.com.

Q7: Does a new employee need to wait for a period of time before they can participate?
A: New employees should be able to access BRAVO within 30 days of starting at company.

Q8: What are the badges for? How do I receive more?
A: The badges are determined by the promotions in which you are eligible to participate and the rules attached to that promotion.
Q9: Do I receive more Reward Points if I receive certain badges?
A: Reward Points may or may not be associated with certain badges. The badges are determined by the promotions in which you are eligible to participate and the rules attached to that promotion.

Q10: How do I know how many Reward Points I have?
A: You can see your current Point balance in the upper right corner, under your name. You can also go to your Profile and then select the Statement link to view account details.

Q11: How do I spend my Reward Points?
A: Just click on the Shop tile to display the catalog in a new window.

Q12: There are people missing from My Team for public recognition.
A: The system is updated on a regular basis, but is not refreshed daily. New employees or employees who have changed jobs may not be updated in the system for a period of time.

Q13: If I don't want everyone to see my recognitions, how do I modify my Public Recognition settings?
A: Click on your name in the upper right corner of the Homepage to access your Profile page. Once you are on the Profile page, click the Preferences link in the gray box. Make your changes on this page and remember to click Save.

Q14: Why can't I give Reward Points?
A: Only managers may Reward Points. If you are an individual contributor, or a manager who has used up all of you Reward Points, use Peer-to-Peer recognition to show your appreciation! As a reminder, all Peer-to-Peer recognitions will be entered into a drawing for Reward Points (each month 25 givers will be selected to receive 50 Reward Points).