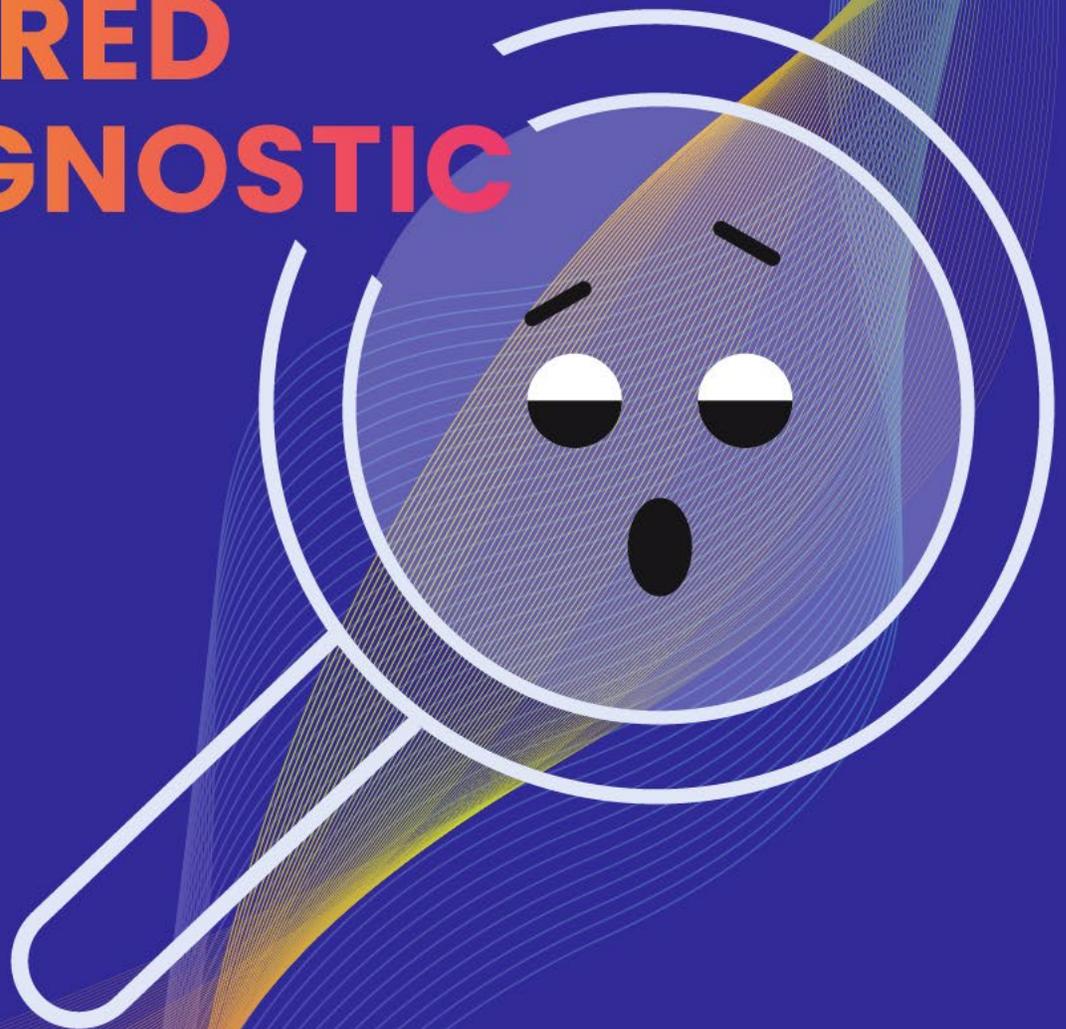




INCENTIVE PROGRAM SCORED DIAGNOSTIC



Is Your Incentive Program Designed for More Than One Participant Type?

How to use this diagnostic

For each statement, score yourself:

2=Yes, consistently

1 = Partially / inconsistently

0 = No / not at all

Total Possible Score: **40 points**

1. Audience & Segmentation (Max: 8 points)

- ___ Participants are segmented based on behavior, not just role or region
- ___ New participants are treated differently from established ones
- ___ Top performers are intentionally designed for (not over-incentivized)
- ___ At-risk or dormant participants are actively identified

Section Score: ___ / 8

2. Incentive Mechanics & Design (Max: 8 points)

- ___ Different segments experience different mechanics
- ___ Early milestones exist before long-term goals
- ___ Re-entry or recovery mechanics are built in
- ___ The program does not rely on a single leaderboard to drive behavior

Section Score: ___ / 8

3. Engagement Visibility & Data (Max: 8 points)

- ___ Engagement is measured beyond logins
- ___ Drop-off points can be clearly identified
- ___ Engagement changes can be explained, not guessed
- ___ Performance is reviewed by segment, not just totals

Section Score: ___ / 8

4. Administration & Control (Max: 8 points)

- ___ Mechanics can be adjusted without rebuilding the program
- ___ Multiple incentive experiences can run simultaneously
- ___ Admin effort does not increase linearly with audience size
- ___ Manual workarounds (spreadsheets, exports) are minimal

Section Score: ___ / 8

5. Defensibility & Longevity (Max: 8 points)

- ___ The program can withstand budget scrutiny
- ___ Engagement decay is detected early
- ___ Leadership understands why results change
- ___ The program can evolve without relaunching

Section Score: ___ / 8

TOTAL SCORE

Your Score: ___ / 40



INTERPRETING YOUR SCORE
See details on the next page.



Score Range: **0–11** / 40

CRITICAL RISK

Your Program Is Not Designed for Multiple Participant Types

What this means

Your incentive program treats all participants as if they behave the same.

They don't.

Right now:

- All participant types experience the same mechanics
- Engagement decay is already happening
- Performance issues cannot be explained with confidence

This is the most fragile state an incentive program can be in.

What's happening by participant type

Growth-Core Participant Type

- Drops off after early momentum
- Lacks progress visibility and short-term wins
- Quietly disengages without obvious failure signals

Elite Self-Starter Participant Type

- Still performs, masking systemic issues
- Consumes a disproportionate share of rewards

At-Risk / Dormant Participant Type

- Identified too late — or not at all
- No re-entry path once disengaged
- Misclassified as “unmotivated” instead of underserved

New / Unproven Participant Type

- Onboarding experience is generic
- Early confusion leads to long-term inactivity

Why this is dangerous

Programs at this level don't fail publicly. They fail defensively.

When leadership asks why engagement dropped, there is no segmented answer — only assumptions.

What to fix first

- Define distinct participant types based on behavior
- Introduce at least one mechanic tailored to each type
- Establish visibility into which participant type disengages first

Until participant types exist, optimization is impossible.



Score Range: **12–21** / 40

HIGH RISK

Some Participant Types Are Underserved — and It Shows

What this means

Your program works — briefly.

But it relies on:

- strong launch momentum
- broad rewards
- increasing admin effort

Instead of intentional design for different participant types.

What's happening by participant type

Growth-Core Participant Type

- Participates inconsistently
- Responds early, then stalls
- Needs clearer milestones and momentum mechanics

Elite Self-Starter Participant Type

- Remains active
- Creates the illusion of program health

At-Risk / Dormant Participant Type

- Exists, but isn't actively managed
- Drop-off is noticed only after participation declines

New / Unproven Participant Type

- Activates slower than expected
- Lacks early confirmation that participation is “worth it”

The pattern to watch

Engagement decay appears after Week 2–3 —but there's no clarity on **which participant type triggered it**.

That uncertainty is the risk.

What to fix first

- Explicitly identify at-risk participant types early
- Add re-entry mechanics with low friction
- Introduce participant-type-specific milestones

This is a recovery state — but only if addressed soon.



Score Range: **22–31** / 40

MODERATE RISK

Participant Types Exist — but Aren't Fully Operationalized

What this means

You recognize that not all participants behave the same.

However:

- Participant types are inconsistently applied
- Adjustments are reactive instead of planned
- Admin effort increases as complexity grows

What's happening by participant type

Growth-Core Participant Type

- Responds well when mechanics align
- Performance fluctuates when goals feel distant

Elite Self-Starter Participant Type

- Properly recognized
- Occasionally over-rewarded out of habit

At-Risk / Dormant Participant Type

- Identified, but interventions are manual
- Reactivation depends on reminders, not design

New / Unproven Participant Type

- Onboarding exists, but isn't measured as its own experience

The opportunity

You're close to having control, not just activity.

What's missing is:

- consistency
- automation
- early warning signals by participant type

What to fix first

- Standardize mechanics by participant type
- Review engagement and performance by participant type, not totals
- Reduce manual work required to support segmentation

This is an optimization phase — not a rebuild.



Score Range: **32–40** / 40

LOW RISK

Your Program Is Intentionally Designed for Multiple Participant Types

What this means

Your incentive program functions as a managed system, not a campaign.

Participant behavior is:

- observable
- explainable
- adjustable

What's happening by participant type

Growth-Core Participant Type

- Sustains engagement past early phases
- Responds to progress, pacing, and feedback

Elite Self-Starter Participant Type

- Recognized without draining budget
- Signals success to others

At-Risk / Dormant Participant Type

- Identified early
- Has clear re-entry paths
- Rarely disappears permanently

New / Unproven Participant Type

- Activates quickly
- Converts into long-term participants at higher rates

Why this matters

When leadership asks: *"Is the program still working?"*

That's defensibility.

You can answer:

"Yes — and here's how each participant type is performing."

What to focus on next

- Refinement, not redesign
- Experimentation within participant types
- Budget optimization by impact, not participation volume

FINAL TAKEAWAY

Incentive programs don't fail all at once. They fail participant type by participant type.

If you can't see which participant type is disengaging, you can't fix the program — or defend it.

