

site



CRYSTAL
AWARDS



MOTIVATION
EXCELLENCE

Inspire Extraordinary Performance

MOTIVATION EXCELLENCE

PROGRAM LOCATION: IRELAND AND UK

AWARD CATEGORY EXCELLENCE IN INCENTIVE TRAVEL: EUROPE

PROGRAM NAME FARM BUREAU INSURANCE ALL-AMERICAN & EXECUTIVE CLUB
"TRAVEL TO DISCOVER" EXPERIENCE

CLIENT FARM BUREAU INSURANCE OF MICHIGAN



The SITE logo consists of the word "site" in a bold, lowercase, red sans-serif font.The CRYSTAL AWARDS logo features the words "CRYSTAL" and "AWARDS" stacked vertically in a bold, uppercase, grey sans-serif font.The MOTIVATION EXCELLENCE logo consists of the words "MOTIVATION" and "EXCELLENCE" stacked vertically in a bold, uppercase, grey sans-serif font.The tagline "Inspire Extraordinary Performance" is written in a smaller, lowercase, grey sans-serif font below the main logo.

“Being recognized by SITE and the Crystal Award judges is always an amazing feat that reinforces our dedication to our clients and industry partners. We are thrilled to be accepting the award this year with a truly amazing client partner, Farm Bureau Insurance of Michigan. This program in particular was an uphill climb the whole way with years of COVID cancellations and protocols, but turned out to be better than anyone could have imagined. It’s a true testament to the incredible partnership we have! Thank you SITE, and thanks to our great Farm Bureau partners for always wanting to up the ante!”

David Jobes, CEO & President, Motivation Excellence

Legacy, relationship building, unique experiences and cultural immersion were the guiding principles behind a May 2022 incentive program designed by Motivation Excellence for Farm Bureau Insurance of Michigan. With these values influencing every decision the team made, this European-based incentive proved to be a truly rewarding experience.

Farm Bureau Insurance of Michigan has been using travel experiences to reward their top agents for more than 75 years. Making this year’s incentive unique, however, was a notable increase in the number of younger, first-time qualifiers joining their longer-time traveling peers (some in this latter group have qualified for more than 30 programs!).

Motivation Excellence took this into account when planning the program, paying special attention to a reception where Legacy Club members who have earned at least 20 travel rewards were recognized alongside first-timers, building mentorship connections that will last far beyond the company’s time in Europe.

Other highlights of this year’s incentive included show-stopping meals atop London’s Tower Bridge and at Kensington Palace, an exhilarating James Bond-themed boat ride down the Thames, a takeover of the Guinness Storehouse, and time spent traversing the Gap of Dunloe in County Kerry, Ireland.

What really makes Motivation Excellence stand out, however, are the incredible unique benefits this incentive travel program delivered

for their client directly related to their goal of encouraging agent-to-agent collaborations, and the forging of new friendships and business connections.

Farm Bureau Insurance knows a sense of community and support are critical for company longevity. Incentive travel, then, is a key tool the company uses to deliver on these objectives.

In surveying participants after their UK and Irish reward, 98.6 percent of agents indicated they made valuable new connections or learned something that will help their profession; 87 percent of qualifiers said the travel reward helped their personal business goals.

First-time agents also noted that the memories and camaraderie from their time abroad will now act as a springboard, further motivating them to qualify for future years’ programs.

The incentive travel qualification process also provides benefits for the wider community Farm Bureau serves. By encouraging growth and increased life sales, more families are now protected from the risks of everyday life.

Showing true wraparound benefits stemming from every corner of their program Motivation Excellence continues to be a standout exemplar of incentive travel’s transformational impacts.

Motivation Excellence

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