



**When times are tough,  
Recognition is more  
important than ever.**

In tough times, companies worry more about profits than people. But research proves that engaged employees drive better results. That means your company's recognition program is one of the most important investments you can make.

The Performance Improvement Council (PIC) has a lot to say on this. We are committed to helping companies achieve greater results through their people. On our new website you can access our knowledge bank featuring:

- Thought leadership articles on the latest trends
- White papers published by industry experts
- Best Practices articles
- Directory of leading "full service" recognition companies

**So what's the PIC saying now?  
Log on and find out.  
[www.thepicnow.org](http://www.thepicnow.org)**

