LaToya Lau

123 Main Street, Anytown, CA 12345 · 555-555-5555 · latoya.lau@email.com

September 1, 2018

Brandon Lee

Acme Corporation

123 Business Rd.

Business City, NY 54321

Dear Brandon,

The management team decided that you should receive the enclosed award of $3,000.00 for your contributions in helping our company move into the mobile marketing of our products. While that is your actual job, you went well above and beyond our expectations.

Here is why you are receiving this recognition. You assessed the status of the marketing department’s knowledge about marketing on tablets and mobile devices and found it wanting. So, you developed a ten-week class which you taught twice a week and invited your colleagues and any other interested employees to attend.

Turnout for the classes was excellent across the company and feedback about the content you presented was positive. People felt that they learned a lot of essential information that will assist them in the mobile marketing of our products.

Not content to stop there, you presented at our annual employee development day. You were partially responsible for starting the local mobile professional association that we hope will attract new employees who are interested in mobile to our region and to our company.

Your leadership on the mobile team is helping us move the company forward in this most important area. Our Human Resources staff also recognize you for your efforts to help them identify the appropriate skills we need to hire to advance our success in the mobile world. You have helped with recruiting and interviewing [potential employees](https://www.thebalancecareers.com/top-ideas-for-recruiting-great-candidates-1916798).

For all of these reasons, we decided to recognize you with an above and beyond award. You deserve it for all of your contributions.

Sincerely,

LaToya

Robert Rodriguez

123 Main Street, Anytown, CA 12345 · 555-555-5555 · robert.rodriguez@email.com

September 1, 2018

Jeanne Lau

Acme Corporation

123 Business Rd.

Business City, NY 54321

Hi Jeanne,

Your management team is awarding your above and beyond efforts with a $1000,00 one-time bonus. We want to recognize your efforts as the leader of the product development team. In that leadership role, you have consistently exceeded our expectations.

Your job requires you to assign and monitor the work of your team members and oversee the features that they are building into the product. Beyond our expectations from your role, you determined that your team members lacked crucial customer information as they determined the features of the product.

You approached the research specialists who work in marketing to request that they put together a research effort. You wanted to determine the exact features and options that our customers most wanted and needed. They were happy to work with you on a favorite assignment.

Unlike earlier research efforts for your product and some research efforts across the company in the past, you are actually using the data they collected as information to inform your team. This magnifies the probability that the product will sell well.

Beyond sales and profitability, you gave the research team the affirmation that their efforts are wanted and needed. They are thrilled to see you using the data as information. They are prepared to go above and beyond for you in the future. That's for sure. It is so discouraging to them when they see their efforts go unused.

For these reasons, we awarded you the above and beyond award to thank you. Your work is so appreciated and we hope to see your efforts continue to exceed expectations.

Thank you again.

Sincerely,

Robert