



HOW DIAMONDBACK ENERGY UNIFIED EMPLOYEE ENGAGEMENT

BUILDING A CULTURE WITH 96% ENGAGEMENT

Diamondback Energy partnered with All Star Incentives to create Diamondback Rewards, a comprehensive employee engagement solution that brings together safety and wellness recognition, service milestones, and employee feedback, into a single experience. By connecting multiple recognition initiatives through one centralized program, Diamondback achieved 96% monthly employee participation while recognizing employees who demonstrate the company's core values.

THE CHALLENGE

Diamondback Energy needed a scalable engagement solution capable of supporting a growing workforce while reinforcing company culture and employee recognition. Following the merger of Diamondback Energy and Endeavor Energy, leadership sought a unified approach that could connect multiple employee initiatives, encourage participation, and maintain engagement across the organization.

Key Challenges Included:

- Creating a consistent employee experience across multiple employee initiatives
- Maintaining engagement during organizational growth and change
- Encouraging participation in employee surveys, wellness activities, and company programs
- Recognizing employees who exemplify company values
- Managing service milestones, recognition, and rewards through a single platform
- Building a scalable solution capable of evolving with the organization

RESULTS SNAPSHOT



96%
MONTHLY
EMPLOYEE
ENGAGEMENT



1,600+
ABOVE &
BEYOND
RECOGNITIONS
AWARDED



**ONE UNIFIED
PLATFORM**
SAFETY+WELLNESS
+ SERVICE AWARDS +
LOGO MERCHANDISE

THE STRATEGY: A UNIFIED TOTAL EMPLOYEE ENGAGEMENT PLATFORM

RECOGNITION

- Above & Beyond peer recognition tied to company values
- Meaningful employee-to-employee appreciation
- Years-of-service recognition

REINFORCEMENT

- Monthly surveys and quizzes
- Continuous employee feedback opportunities
- Ongoing visibility into employee contributions

VISIBILITY

- Company-branded merchandise and rewards
- Milestone-based employee appreciation
- Participation-based rewards

HOW THE PROGRAM WORKS



EARN

Employees earn points for:

- Following safe work practices
- Wellness initiatives
- Service milestone achievements
- Going above and beyond



ENGAGE

Employees participate through:

- Monthly surveys and quizzes
- Wellness challenges
- Company communications
- Recognition opportunities



RECOGNIZE

Recognition celebrates:

- Employees demonstrating company values
- Above & Beyond achievements
- Service milestones
- Team contributions



REDEEM

Points can be redeemed for:

- Brand-name merchandise
- Diamondback gear
- Experiential travel

THE RESULTS

Diamondback Rewards transformed multiple employee initiatives into a single engagement experience, helping employees stay connected, recognized, and invested in company culture.



A MORE ENGAGED WORKFORCE

- 96% monthly participation in engagement activities
- More than 1,600 Above & Beyond recognitions awarded annually
- Increased visibility into employee achievements
- Consistent recognition tied to company values
- Centralized management of engagement initiatives
- Stronger workplace culture

PROGRAM PHILOSOPHY

Recognition is most effective when employees understand how their daily contributions support company success. Diamondback Rewards connects employee achievements, participation, and company values to meaningful recognition experiences that strengthen engagement throughout the organization.

WHAT HAPPENED NEXT

As Diamondback Rewards continued to grow, the platform became a central hub for employee engagement initiatives across the organization. By combining safety, wellness, service awards, and employee feedback into one experience, Diamondback created a sustainable framework for reinforcing culture and celebrating employee contributions year-round.

PROGRAM IN ACTION

Diamondback Rewards brings safety, wellness, and service milestones together in one employee experience.

Employees participate through monthly surveys and quizzes, receive recognition for following safe work practices, accomplishing wellness goals, demonstrating company values, celebrate career milestones, and earn rewards through a centralized platform designed to support engagement year-round.



THE IMPACT

By connecting safety, wellness, service milestones, and employee feedback through a single platform, Diamondback created a culture of continuous engagement.

The result is a highly visible employee experience that reinforces company values, celebrates achievement, and encourages participation throughout the organization.

