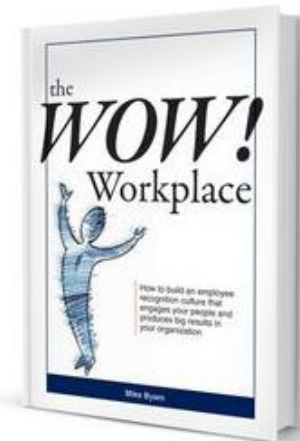


# Building a WOW Recognition Culture

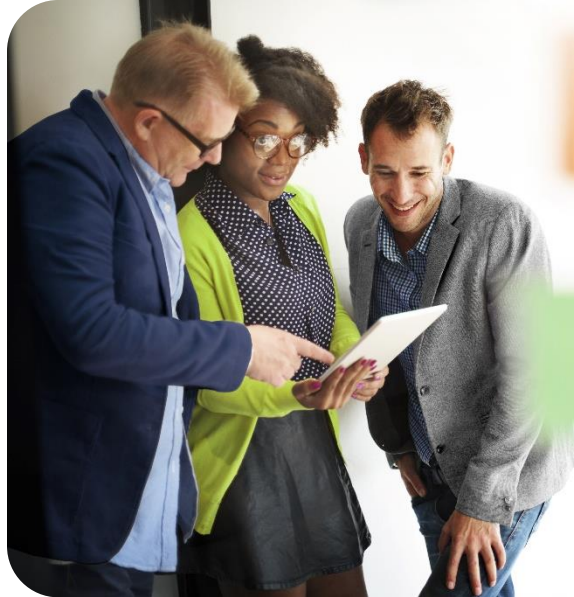


**Mike Byam**  
Author of *The WOW! Workplace*  
Managing Partner, Terryberry

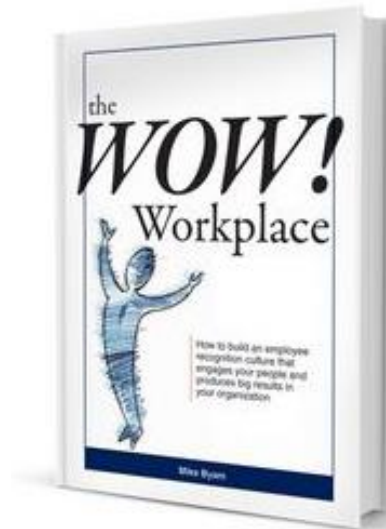


# Learning Objectives

- Reinforce Value of Employee Recognition
  - Why your business needs a culture of recognition
- Best practices for an effective recognition program



# **WOW!** us and **Win!**



If we address your question during today's live broadcast, you'll receive a complimentary copy of "*The WOW! Workplace*" by Mike Byam.

***Get involved and be recognized!***

Q & A will take place at the end of the webcast, but you can submit questions any time using your tool tray on the right side of your screen.



Terryberry

# Recognition is the best way to accelerate performance.



# Current Workplace Trends Require Leaders to ADAPT

- Relate to employees' new communication styles
- Adapt to new career expectations
- Today's employees expect more recognition



# POLL

## What is your organization's recognition objective for the next 12 months?

- We'll expand an existing program, or begin a new program
- Our recognition program will stay about the same
- We will scale back our recognition efforts
- We don't have a recognition program



# Share Your Story.

What success (or challenge) has your organization experienced with Employee Recognition?



[www.facebook.com/TerryberryCompany](http://www.facebook.com/TerryberryCompany)

@TerryberryCo

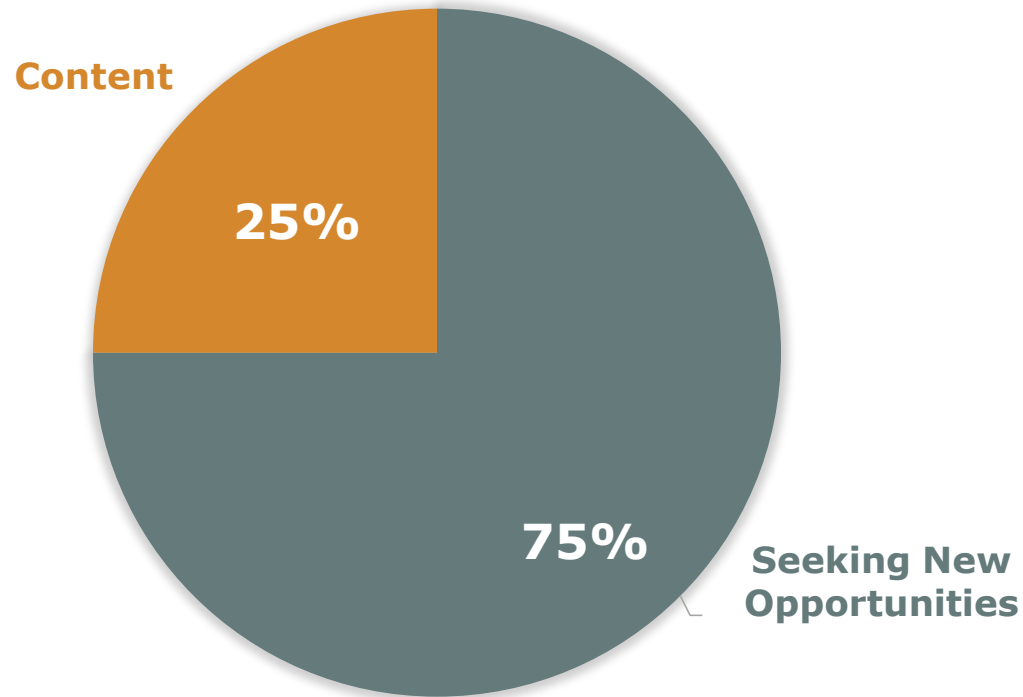
[www.linkedin.com/company/terryberry-company](http://www.linkedin.com/company/terryberry-company)



Terryberry

# INTENTIONS TO LEAVE

*Percentage of full-time employees either open to or actively searching for new job opportunities this year*



CareerBuilder's Candidate Behavior study, 2016



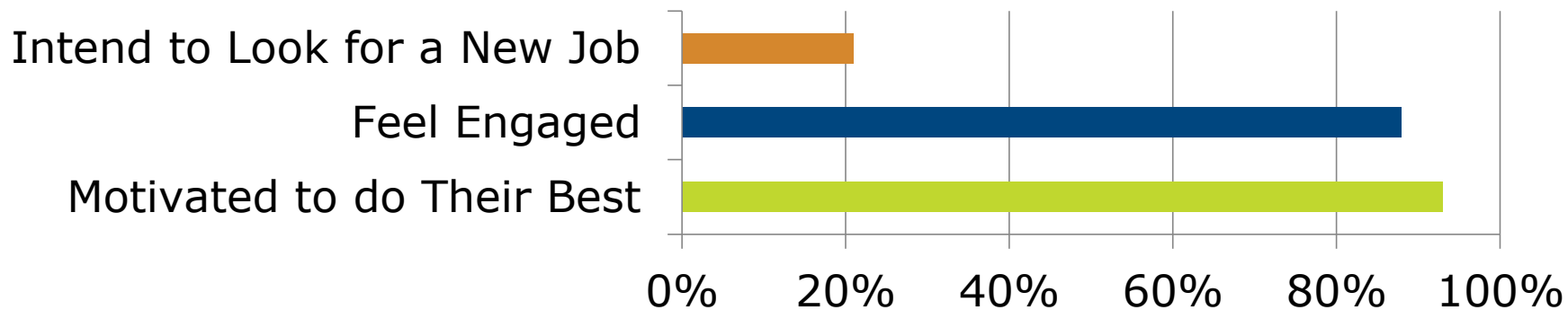
# **#1** Driver Employees Want and Value = **Reward and Recognition Satisfaction**



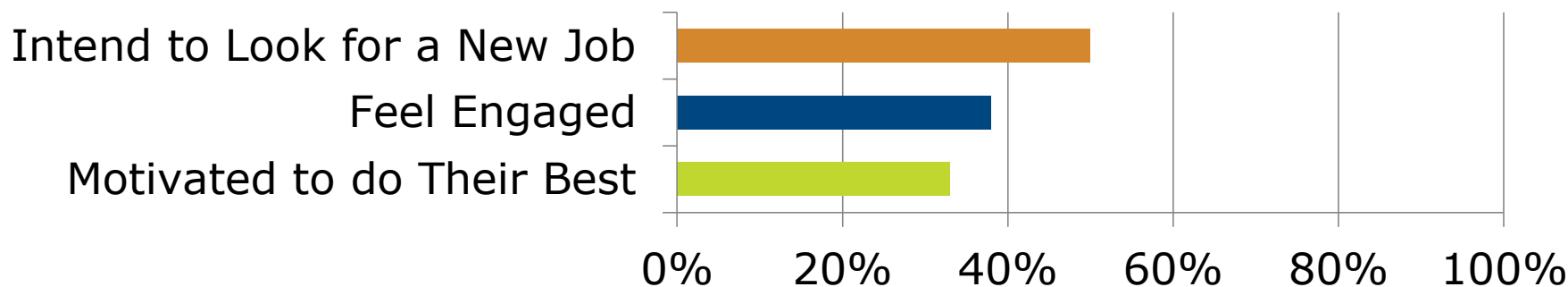
(PRWeb) Insightlink Communications, April 14, 2015

*Survey conducted among 17,000+ employees in North America*




## Employees Who Feel Valued



## Employees Who Feel Undervalued



## The Communication Perspective:

- % of senior leaders believe that their employees are recognized on a monthly basis.
- % of managers report recognition happens monthly.
- % of individual contributors report that their peers are recognized monthly.

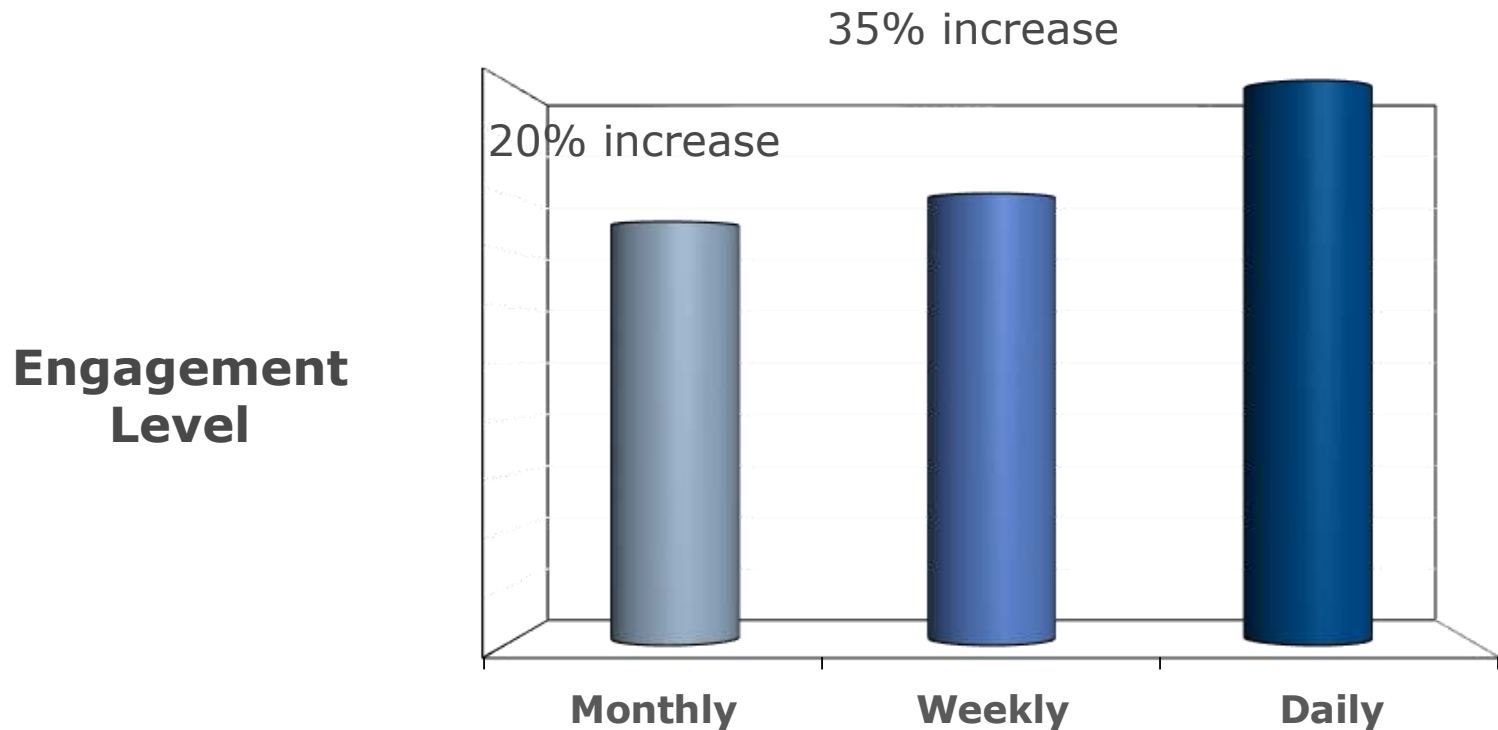
Shadovits, *Human Resource Executive Magazine*, Sept 16, 2012

## The Communication Perspective:

- **80%** of senior leaders believe that their employees are recognized on a monthly basis.
- **40%** of managers report recognition happens monthly.
- **22%** of individual contributors report that their peers are recognized monthly.

Shadovits, *Human Resource Executive Magazine*, Sept 16, 2012

# The Frequency of Recognition has a Significant Impact on Employee Engagement



*Daily Telegraph, Findings of David Brown, Director of Hewitt Associates*

## ➤ Organizations that excel in employee recognition are...

- **12 times more likely** to produce strong business results
- Experiencing **14% improved employee engagement, productivity and customer service** compared to companies who do not reward/recognize their employees

– Bersin & Associates



# POLL

## What could help your organization's recognition program become more successful?

- Better communication of program among employees
- More Management support and participation
- More Senior Leader support and participation
- Better award selection/individualization
- Better tools to simplify program administration tasks





**BEST  
PRACTICES**

# **Best Practices for an Effective Recognition Program**

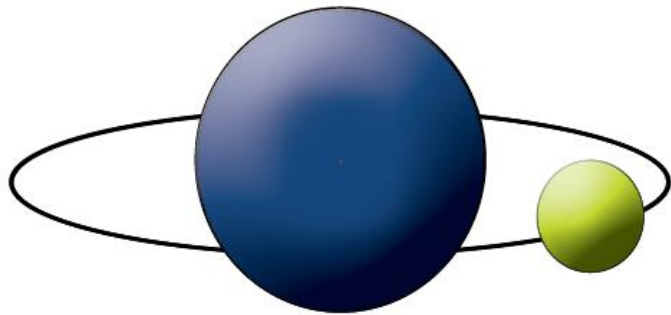
- **Establish a recognition strategy**
- **Use effective awards**
- **Give a meaningful presentation**
- **Use technology innovations to your advantage**
- **Marketing your program to employees**





# Establish a Recognition Strategy

- Align with business goals
- Gain leadership support
- Address the 3 tiers of recognition



Read your organization's mission statement. Does it mesh with how employees are recognized? Do recognition awards reinforce **Attitudes, Behaviors, & Contributions** that move your business toward its goals?



## Informal

- Casual structure, defined criteria
- Often supervisor-driven
- Frequently minimal investment
- Points-based solutions

## Day-to-Day

- Manager/Employee interactions
- Peer/Peer interactions

## Formal

- Structured recognition for defined criteria
- Significant awards for significant achievements

# How Do Service Awards Impact Employee Engagement?

- Simple implementation
- Recognition reach
- Regular, consistent recognition
- Objective structure
- Personal presentations increase impact
- Engage newer employees too

**WELCOME** to the team!

**Tell us about you**

This is not a test. There are no wrong answers. We just want to get to know you better.

Your name \_\_\_\_\_ Nickname? \_\_\_\_\_

How do you enjoy spending a day off? \_\_\_\_\_

Favorite snack food? \_\_\_\_\_ Favorite restaurant? \_\_\_\_\_

Hobbies? \_\_\_\_\_

Some associates like to keep in touch via social media sites. Would you like info about our groups on:  Facebook?  Twitter?  LinkedIn?

If you received an award at work, who would you want to know about your accomplishment? (significant other, parents, children, etc)

\_\_\_\_\_

Pick one:  behind the scenes  in the limelight  a little of both

We will do our best to recognize your contributions in a way that is most meaningful to you. Would you value...

receiving an award for an achievement?	<input type="checkbox"/> yes	<input type="checkbox"/> no
being recognized in a group of peers/others?	<input type="checkbox"/> yes	<input type="checkbox"/> no
being thanked privately by your manager?	<input type="checkbox"/> yes	<input type="checkbox"/> no
receiving a note of appreciation?	<input type="checkbox"/> yes	<input type="checkbox"/> no

How do you prefer to work?  independently  part of a group

Anything else you'd like to share about yourself? \_\_\_\_\_

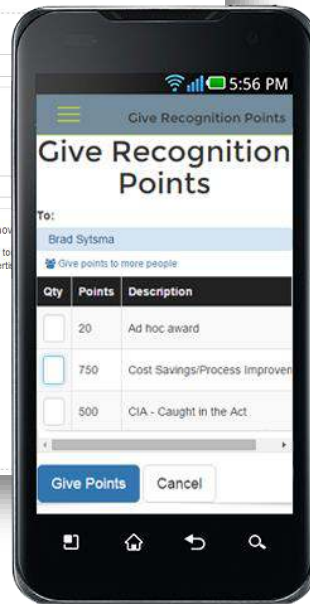
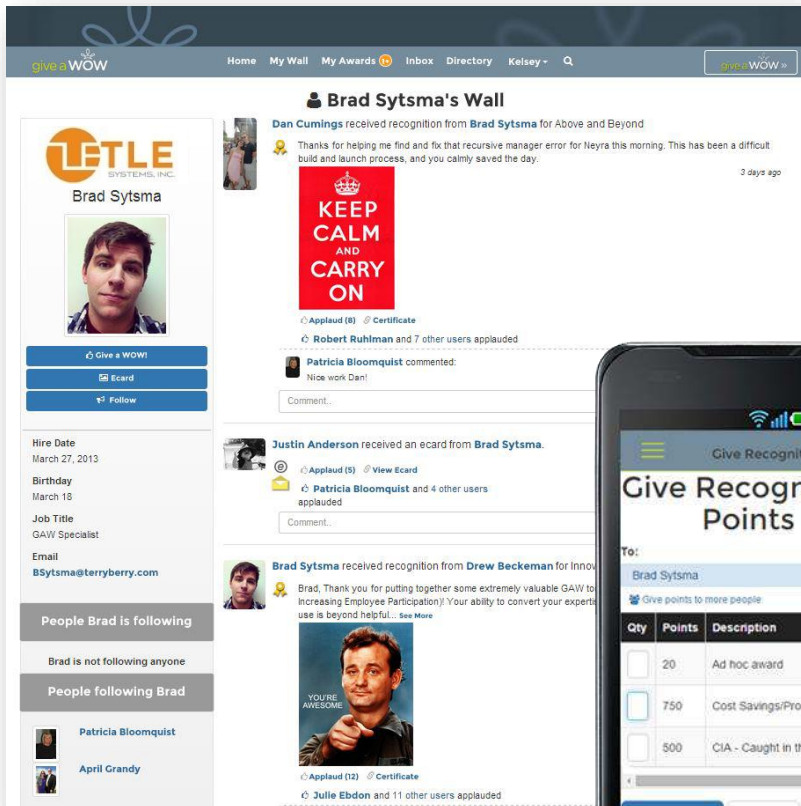
We value each of our associates for what you bring to our group. Our goal is to create a productive workplace where each of our employees feels appreciated and recognized for the valuable ways that you contribute.

Welcome to the team!

**Terryberry** recognized [www.terryberry.com](http://www.terryberry.com)

Download the FREE **Onboarding Questionnaire** at  
[www.terryberry.com/tools](http://www.terryberry.com/tools)

# Powerful Informal Recognition



## Recent trends:

- No More "Employee of the Month"
- Points-based recognition
- P2P Recognition
- Total Recognition Platforms

# What Makes a Good Award?

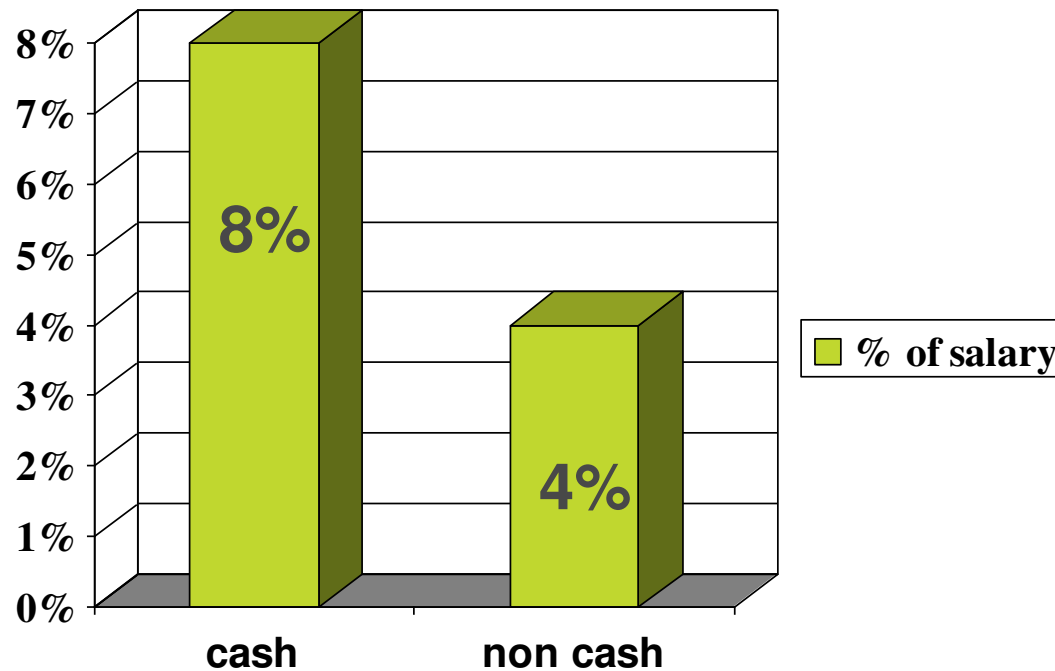
*Awards indicate the value that the organization places on the individual and their contribution.*



- **Personally meaningful**
- **Symbolic**
- **Lasting**
- **Differentiated achievement levels**

# Why Not Cash?

How much does it cost to impact behavior?<sup>1</sup>



<sup>1</sup>American Productivity and Quality Center, *Motivation Strategies*, Potentials Magazine

# The Problem with Gift Cards

- **\$80 Billion** is spent on gift cards annually
- **2 out of 3** gift cards remain unused after a month
- **20%** of gift cards are **never** used

- ABCNEWS.com: *Why Our Best Intentions Go Astray*  
- Stephen Dubner, author of *Freakonomics*.



Terryberry

# Give a Meaningful Presentation



- **Don't Wait!**
- **Be Specific!**
- **Be Positive!**

Get the Award Presentation Cheatsheet  
FREE at [www.terryberry.com/tools](http://www.terryberry.com/tools)

**AWARD PRESENTATION CHEATSHEET**

Use this Presentation Cheatsheet to prepare your comments for employee recognition presentations.

**Recipient Notes**

Award Presentation Date \_\_\_\_\_  
Exact Date of Hire \_\_\_\_\_  
Recipient's Name \_\_\_\_\_  
(Phonetic Pronunciation) \_\_\_\_\_ Award \_\_\_\_\_  
Current Job Title and Responsibilities \_\_\_\_\_  
Original Job Title \_\_\_\_\_  
Specific Contributions to the Organization \_\_\_\_\_  
Humorous Stories \_\_\_\_\_  
Spouse's Name \_\_\_\_\_ Children \_\_\_\_\_  
Activities Away from Work \_\_\_\_\_

**Our Mission, Vision, & Values**

About the Award \_\_\_\_\_  
About the Recipient \_\_\_\_\_  
Specific contributions & how they support the organization's Mission, Vision & Values \_\_\_\_\_

**Sample Presentation Remarks**

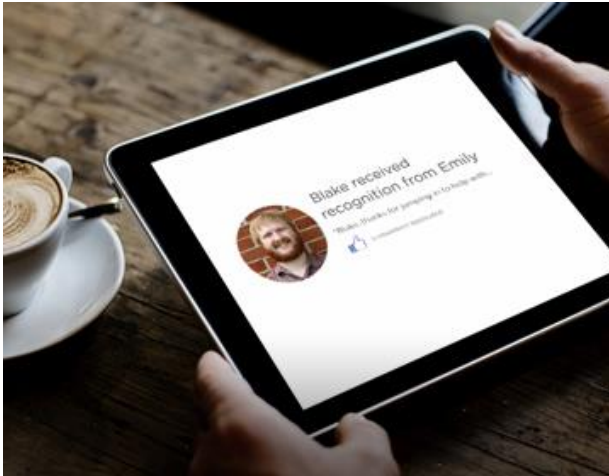
"Sally is celebrating three years of service with ABC Company. In that short time, she has made a big impact on the purchasing team. I won't forget, within the first 6 months of her hire, she took the initiative to revise the department training manual. She didn't just stick to the new procedures, she discovered and corrected outdated practices, and added suggestions to improve the usability. It's a document that will make an impact when we bring new people on board. Over the last several months, she has worked diligently to develop a partnership with an important vendor, and we feel that this new relationship is going to help put us in a better position to serve our best cost customers. I've been really impressed with the way that Sally proactively handled this project. Thank you and congratulations Sally!"

**Terryberry**  
recognition

Call us 800.253.0882  
[www.terryberry.com](http://www.terryberry.com)



# Use Technology & Social Media

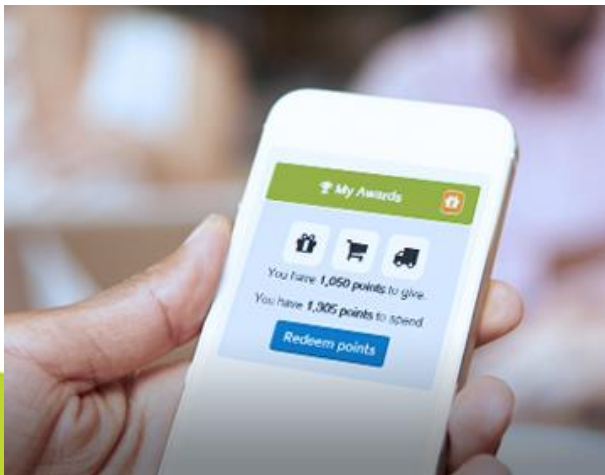


## Employee Benefits

- Give instantaneous feedback
- Visibility for successes
- Get employees involved

## Organizational Benefits

- Integrate your recognition initiatives
- Statistics for ROI and performance benchmarking
- Track achievements for individual assessment



# Employee Recognition Survey: Your Results



- **36%** of businesses do not have a consistent communication process for their recognition initiatives
- **65%** of organizations feel employees aren't adequately informed of how they can earn recognition
- **43.9%** say that improved visibility and communication would most impact the success of their organization's employee recognition

[www.terryberry.com/tools](http://www.terryberry.com/tools)



Terryberry

# Market the Program to Employees

## Communication Plan



- **11.3 Impressions**
- **Front End**
  - Why the program is in place
  - What is meant to accomplish
  - How employees achievements impact them
- **Back End**
  - Publicize employee achievements

**Make Recognition a Part of Regular Internal Communications...**  
Newsletters • Staff meetings • Posters • Mailings • Social Strategy

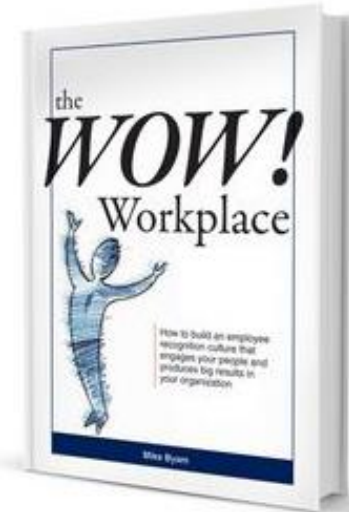


# Q&A

with

**Mike Byam**

Author of *The WOW! Workplace*  
Managing Partner, Terryberry



 To learn about Terryberry's recognition programs & services, visit [www.terryberry.com](http://www.terryberry.com)

 For specific questions, contact Mike Byam: [m.byam@terryberry.com](mailto:m.byam@terryberry.com)

 Follow us on Twitter. [www.twitter.com/terryberryco](http://www.twitter.com/terryberryco)

 Like us on Facebook. [www.facebook.com/TerryberryCompany](http://www.facebook.com/TerryberryCompany)

 Follow us on Pinterest. [www.pinterest.com/terryberryco](http://www.pinterest.com/terryberryco)



Learn more:  
[www.GiveAWow.com](http://www.GiveAWow.com)

give a  WOW

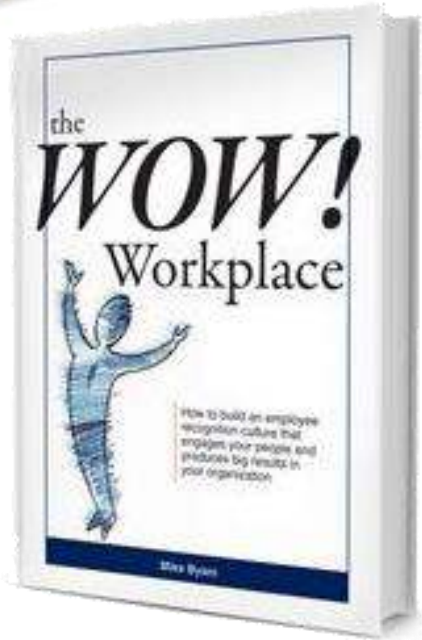
*Create a Peer Recognition  
Network in Your Business*

GET THE  
FREE TRIAL



**Get the FREE 30-Day Trial**  
of Give a WOW Quickstart.

  
Terryberry



# The WOW! Workplace

by Mike Byam

In *the WOW! Workplace*, you'll find page after page of real-world recognition ideas from top businesses like Stanley Tools, Google, Wegmans, and more. A practical guide and a great training tool for management teams.

*"A catchy, engaging, and useful read. Byam shows how recognition efforts can energize and create a positive work environment that sustains business success."*

-Dave Ulrich  
Professor, Ross School of Business,  
Univ. of Michigan Partner, The RBL Group

**Get your copy!**

In Print: [www.WowWorkplace.com](http://www.WowWorkplace.com)  
[www.Amazon.com](http://www.Amazon.com)

E-book: [www.smashwords.com](http://www.smashwords.com)



Terryberry



# Recognition University

[www.terryberry.com/recognitionuniversity](http://www.terryberry.com/recognitionuniversity)

**Equip your organization's leaders with the know-how to energize and engage your workforce through effective recognition.**



- **On-Site Training Programs**
- **Virtual Training Programs**
- **Learning Toolkits**



The HRCI Program ID  
is:

**291734**

This program has been approved for 1.0 credit hours toward PHR and SPHR recertification through the Human Resource Certification Institute (HRCI). The Program ID number will be emailed to the registered participant at the completion of the conference. For more information about certification or recertification, please visit the HRCI website at [www.hrci.org](http://www.hrci.org).



The SHRM Program ID  
is:

**16-V8XJS**

BLR is recognized by SHRM to offer Professional Development Credits (PDCs) for the SHRM-CPSM or SHRM-SCPSM. For more information about certification or recertification, please visit the SHRM Certification website at [www.shrm.org](http://www.shrm.org).