

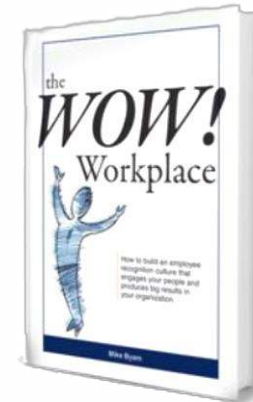
Creating a **WOW** Moment...

7 tips for effective employee recognition



Mike Byam

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



Meet the Recognition Experts via **Chat**



Charlotte Richmond
Mississauga, ON



Amber Zaucha
Grand Rapids, MI



Mike Anderson
Lenexa, KS



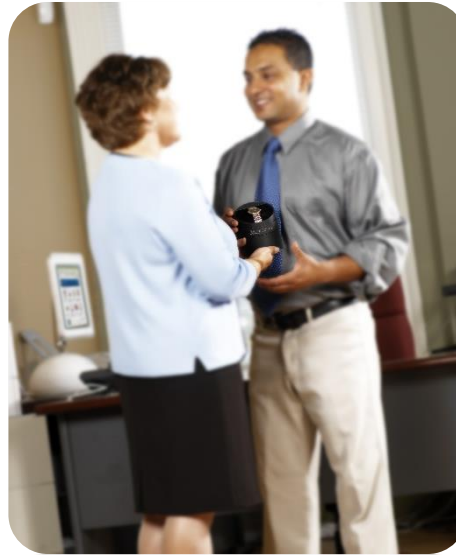
Jenny Watkins
Savannah, GA

Bon
Travail!

Good Work!

Bravo!

¡Excelente!



Terryberry



“One of the things that's missing in most corporate cultures today is the idea of celebration in the workplace.”

-Jack Welch, Former CEO of GE

For recognition tips and ideas, visit www.terryberry.com/tools

5 Outcomes for Effective Employee Recognition

- ☐ Communicate mission, vision, & values
- ☐ Affirm the recipient & their achievement
- ☐ Motivate others
- ☐ Impact workplace culture
- ☐ Add big recognition impact, small cost

Poll

Which of the following best describes your organization's recognition presentation practices?

- ☐ Recognition is presented in an informal gathering at work
- ☐ Recognition is presented at company get-togethers
- ☐ Recognition is presented at recognition-specific events
- ☐ Recognition is distributed without a personal presentation
- ☐ No consistent method for presenting recognition

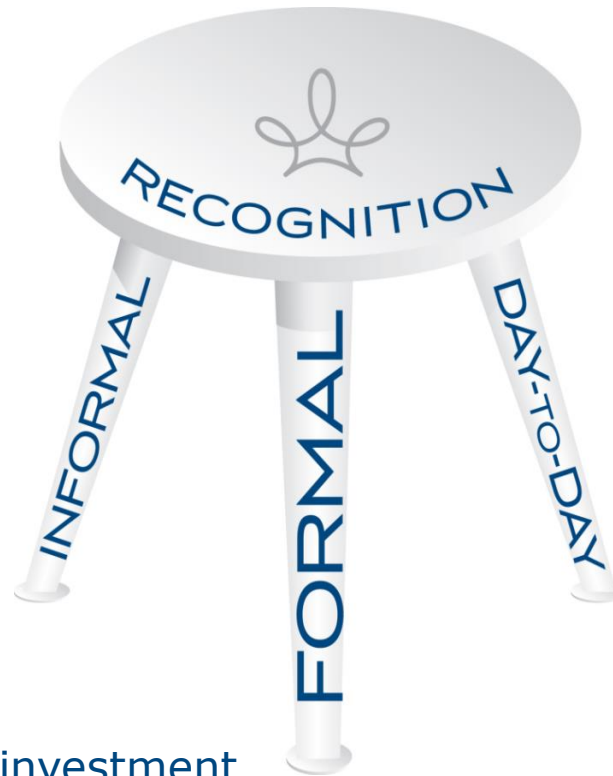
Submit questions or comments at anytime using the Q & A button in your tool tray.

The Top 7

Strategies for Recognition Presentation Success



- ☐ The Stars
- ☐ The Schedule
- ☐ The Supporting Cast
- ☐ The Story
- ☐ The Setting
- ☐ The Symbol
- ☐ The Statement



Informal

- Casual structure
- Peer-to-Peer
- Frequently minimal investment
- Points-based solutions

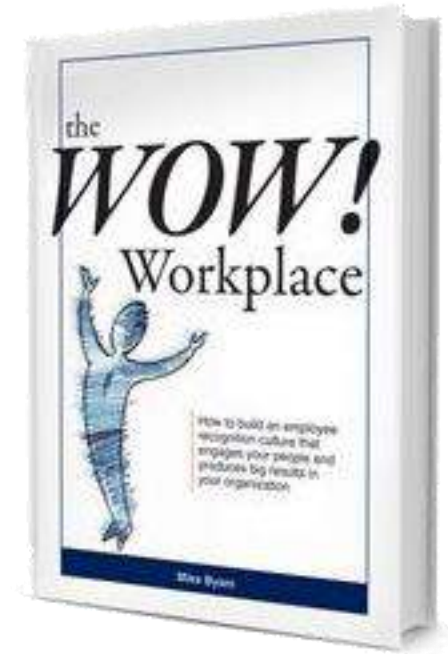
Day-to-Day

- Manager/Employee interactions
- Peer-to-Peer interactions

Formal

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

Ask Questions. **Be Recognized.**



Contribute to today's webcast by asking your recognition questions for an opportunity to **be recognized!**

WIN your very own copy of *The WOW! Workplace* by Mike Byam!

 **@TerryberryCo**

 **www.facebook.com/TerryberryCompany**

DILBERT on Employee Recognition

DILBERT by Scott Adams

CONGRATULATIONS
ON 20 YEARS OF
SERVICE. HERE'S A
PEN WITH THE
COMPANY'S LOGO.



www.dilbert.com scottadams@aol.com

I HAVE ONE JUST
LIKE IT. AT LEAST
I THINK THIS ONE
IS MINE. I MIGHT
HAVE GOTTEN THEM
MIXED UP.



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WHICH ONE LOOKS
LIKE IT SPENT THE
LEAST TIME IN MY
EAR?



The Stars of the Event

❑ The person

✓ *personalize the presentation*

❑ Their achievement

✓ *highlight the contribution*



Looking for other employee recognition IDEAS? www.terryberry.com/ideas

The Schedule



❑ **Don't Wait to Recognize**

- ✓ "Rolling Programs" - quarterly or monthly service award events

❑ **Day-to-Day Recognition from Managers**

- ✓ Set reminders for important dates
- ✓ Recognition toolkits, Recognition walls, Team meetings, etc.

❑ **The Event:** start with early milestones & end with crowning achievements.

Ensure that your presentations run smoothly. Download the Recognition Event Checklist www.terryberry.com/tools

The Supporting Cast

Who should attend?



Guests to Consider:

- Co-workers
- Managers
- Department heads
- Supervisors
- Organization heads
- Administrative assistants
- Key clients
- All employees of the organization
- Friends & family
- Former employees

The Story

It takes **11.3** Impressions for your message to stick!

RECOGNIZING Years of Service

THANK YOU!

We are proud to acknowledge the important role that our people have in making **Swedish Covenant Hospital** a stellar healthcare facility. At each milestone in your career with Swedish Covenant Hospital, you will **be recognized** and presented with an award from our recognition program to commemorate your achievement. A partial selection of awards is pictured here.

 Swedish Covenant Hospital
The science of feeling better



Pre-Event

- Invitations
- Posters
- Newsletter
- Bulletin Boards
- "Teaser" Promotions
- Slideshow of past events

Post-Event

- Photos
- Newsletter
- Press Release





The Setting

Create the Tone

Off Site

- Lunch at the boss's house
- Banquet facility
- Restaurant
- Museum
- Art gallery
- Cultural facilities
- Historic homes
- Luau on the beach
- Dinner cruise
- Visit a dude ranch
- Festive picnic

On Site

- One-on-one with manager
- Gathering at a workstation
- Staff Meetings

Transform the environment:

- Create a bistro on the factory floor
- Turn a construction site into a drive-in theatre
- Turn your break-room into a 50's diner



The Symbol

Multiply your award investment

- **Symbolism** – *what does the award represent?*
- **Exclusivity** – *what is required to earn it?*
- **Differentiation** – *how does it relate to other awards in its category?*
- **Residual Value** – *how will it remind the recipient and others of the achievement?*



The Symbol

Then: Award items lack connection to the company mission

Now: Awards reflect the company mission

Why: Send a consistent message about what your company values.

Application: Implement award options that reflect symbolism of the achievement, and align with corporate values

The Symbol

GREEN Recognition

- > Eliminate paper waste with online tools
 - Peer nomination
 - Award Redemption
- > “Green” Award Items



Video Personalization

- > Personalized congratulatory message to award recipients



The Statement

The greatest honor is to honor others



Choosing a Presenter:

- ☐ Personal connection to the recipient
- ☐ Understand the individual's job function and achievements
- ☐ Understand how the recipient's contributions impact the success of the organization

The Statement



General Guidelines

- ✓ Be sensitive to shy recipients
- ✓ Use humor with caution
- ✓ Not the time for constructive criticism
- ✓ Avoid unintentional promises of continual employment
- ✓ Stay away from comments about race, gender or religion



The Statement



- **Prepare Ahead**
- **Comments**

Be specific about:

- The person
- The achievement
- The impact on the organization

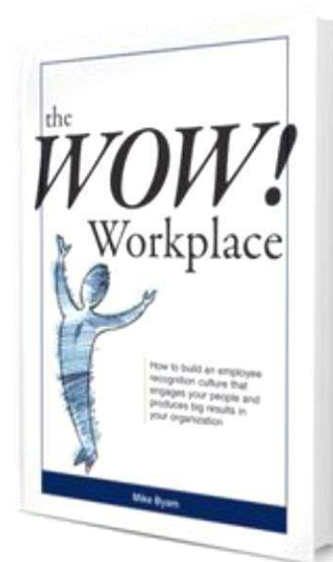
A "Sample Presentation Remarks" form titled "AWARD PRESENTATION CHEATSHEET" with the Terryberry logo. It includes a "Sample Presentation Remarks" section with a paragraph of text, and a form area with fields for "Recipient's Name", "Exact Date of Hire", "Current Job Title and Responsibilities", "Original Job Title", "Specific Contributions to the Company", "Humorous Stories", "Spouse's Name", "Children", "Activities Away from Work", "Presentation Remarks", "Organization", "Recipient", and "Award". The Terryberry logo and contact information are at the bottom.

✓ **Tip:** Download the Presentation Cheat Sheet, iRecognize App, Recognition Event Checklist, Certificate Maker & more!
www.terryberry.com/tools

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



For specific questions, contact Mike Byam m.byam@terryberry.com



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Terryberry

This program is pre-approved for **ONE** General
HRCI Credit, ONE SHRM PDC and
ONE WorldatWork Credit.



HRCI ORG-PROGRAM: **274249**



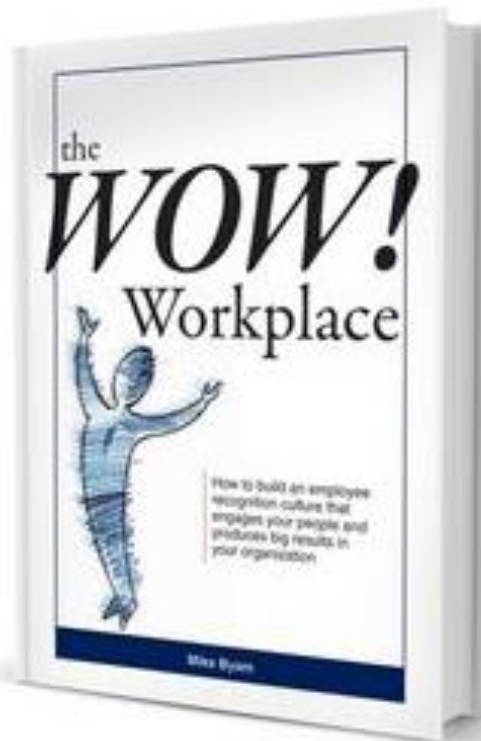
SHRM Activity ID: **16-DYS6X**



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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.

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In Print: www.WowWorkplace.com
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