

Gaining Leadership Support for Employee Recognition



Mike Byam
CEO, Terryberry

Agenda

- What is Your CEO Thinking?
- What is Your Response?
- 7 Strategies to Engage Your Leadership
- 10-Minute Actions Leaders Can Take to Support Recognition

Poll: Which best describes your goals?

- a) Executive buy-in to start a recognition program
- b) Executive buy-in to expand our recognition programs
- c) Greater management support/participation in our existing program
- d) All the above

So You Want to Start An Employee Recognition Program...





What You're
Thinking...



What HR is
Thinking...



What Finance is
Thinking

What is Leadership Thinking?

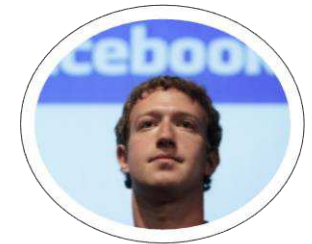




1. Is it important?

Will this have a significant impact on our business?

"The question I ask myself like almost every day is, 'Am I doing the most important thing I could be doing?'... Unless I feel like I'm working on the most important problem that I can help with, then I'm not going to feel good about how I'm spending my time." - Mark Zuckerberg, CEO of Facebook



Your organization's success hinges on contributions of a **high-functioning team.**



“Why do they need recognition?
We pay them, don't we?”



Compensation alone doesn't **keep talent.**

Employee Recognition is Not Optional.

79%

of employees who quit
cite **lack of
appreciation** as the
reason. [-Forbes](#)



94%

of employees with **high morale** say their managers effectively recognize them.

-Forbes



60%

of **Best-in-Class organizations** stress the impact of employee recognition on performance.

- [Aberdeen Group](#)



Is it important? What Other CEO's Say...

"Talent is the No. 1 priority for a CEO. You think it's about vision and strategy, but you have to get the right people first." - Andrea Jung, Grameen America



"Businesses often forget about the culture, and ultimately, they suffer for it because you can't deliver good service from unhappy employees." - Tony Hsieh, Zappos



"Employees who believe that management is concerned about them as a whole person - not just an employee - are more productive, more satisfied, more fulfilled. Satisfied employees mean satisfied customers, which leads to profitability." - Anne M. Mulcahy, Xerox





2. Does it Make Financial Sense?



"Rule No. 1: Never lose money; Rule No. 2: Don't forget Rule No. 1."

- Warren Buffett

The #1 Driver of Engagement is **Recognition**.

Organizations with high employee engagement have

- 44% higher profits
- 50% higher customer satisfaction



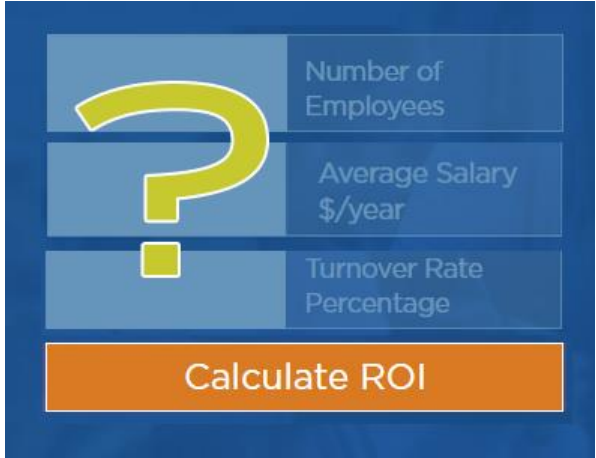
Organizations with strategic recognition programs have **23.4% lower turnover** than those without.

- SHRM



Calculate Your Return on Investment in Turnover Costs Alone

- Cost to replace an employee is **20% of salary**
- Organizations with recognition programs have **23.4% less turnover** than those without

A screenshot of a web-based ROI calculator interface. It features a large yellow question mark on the left side. To the right of the question mark are three input fields: 'Number of Employees', 'Average Salary \$/year', and 'Turnover Rate Percentage'. Below these fields is an orange button labeled 'Calculate ROI'.

?	Number of Employees
	Average Salary \$/year
	Turnover Rate Percentage
Calculate ROI	

www.terryberry.com/roi-calculator

80 employees

Current Turnover

61 employees

New Turnover

\$480,000.00

Current Cost of Turnover

\$367,680.00

New Cost of Turnover

\$112,320.00

That you could save annually in turnover costs alone

[Edit Your Input](#)

www.terryberry.com/roi-calculator



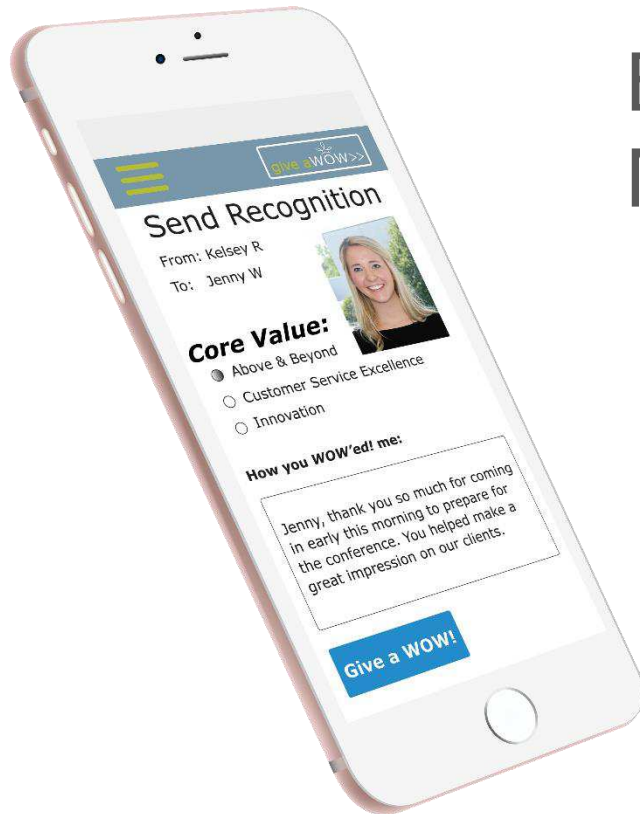
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3. Will it help us advance our mission?

"Just as people cannot live without eating, so a business cannot live without profits. But most people don't live to eat, and neither must businesses live just to make profits." - John Mackey, Whole Foods





Build Recognition Around Mission, Vision and Values

Recognition Aligns Employees with a Shared Mission

"When you're surrounded by people who share a passionate commitment around a common purpose, anything is possible." - Howard Schultz, Starbucks





4. What is the plan?

What does it take to go down this path?

"Chance favors the prepared mind."

Tony Crescenzo, CEO of IntelliDyne



"Leadership is a clearly defined balance of setting and articulating the strategy whilst ensuring you have the talent and technological capability to execute on it." - Heith Mackay-Cruise, CEO of Vision Australia



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Outline the Plan

1. How will you determine what contributions are recognized?
2. How will you track when the criteria for recognition are met?
3. How will you notify award recipients and managers?
4. What awards will be used and what is the fulfillment plan?
5. What will communication and presentation look like: rollout and ongoing?





5. Is it sustainable?

Can we keep the momentum over time?

"As the CEO, I have to take care of the short term, mid term and the long term." - Carlos Ghosn, Nissan



What is required for long-term success?

1. Designate a champion
2. Build a self-sustaining processes
 - Peer recognition
 - Triggered recognition notifications
3. Plan for ongoing communication
4. Communicate progress along the way
5. Build a culture



6. What is my role?

Am I equipped to succeed?



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Equipping Leaders for Success

1. What to say

- Recognition words
- Presentation cheat sheet
- Recognition speech tips

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2. When to say it

- Employee milestones, significant achievements, or when individuals are praised by peers or customers

Consider automated managers' notifications for trackable achievements

- Group meetings
- Employee gatherings
- Award presentations

3. Symbolic and tangible recognition

- Certificates
- Points
- Discretionary Awards
- Online recognition history



The image shows a 'CHEATSHEET' for award presentations. It includes a section for 'Sample Presentation Remarks' with a paragraph of text. To the right, there is a 'Recipient Notes' section with fields for 'Award Presentation', 'Recipient's Name', 'Exact Date of Hire', 'Award', 'Current Job Title and Responsibilities', 'Original Job Title', 'Specific Contributions to the Organization', 'Humorous Stories', 'Spouse's Name', 'Children', 'Activities Away from Work', and 'Our Mission, Vision, & Values'.

AWARD PRESENTATION CHEATSHEET

Use this Presentation CheatSheet to prepare your comments for any

Recipient Notes

Award Presentation _____

Recipient's Name _____ Exact Date of Hire _____

(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 _____

Sample Presentation Remarks

Tally 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 create the department training manual. This didn't just stick in the new procedures, she discovered and corrected outdated processes and added annotations 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.

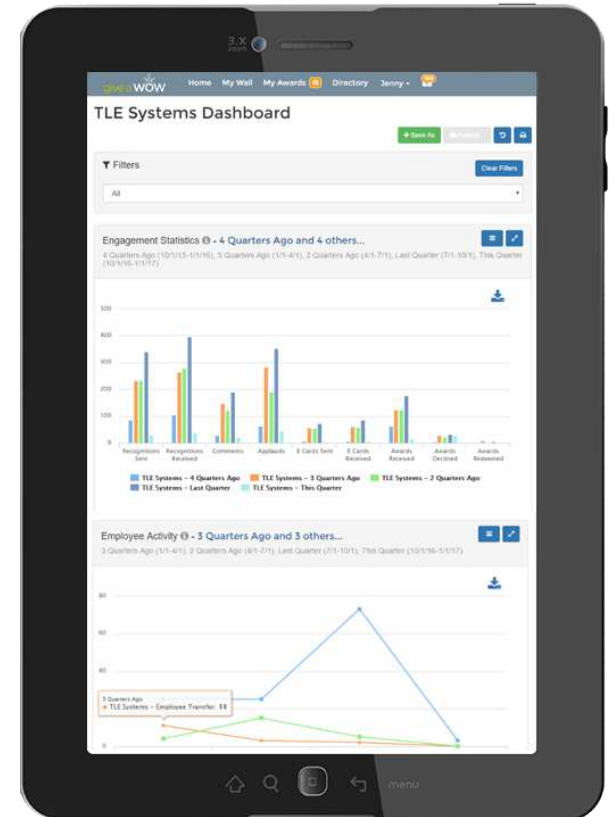


7. Can we measure success?



Measuring Performance

- Employee Engagement
- Employee Performance
- Department Engagement
- Department Performance
- Recognition Trending Year over Year
- Turnover rates



7 Strategies to Engage Your Leaders

7 STRATEGIES TO ENGAGE YOUR LEADERS

These 7 strategies will help win leadership support for developing a culture of employee recognition within your organization.

1. Present the Business Case > Win Buy-In
2. Outline the Plan > Secure Support
3. Designate a Champion > Lead the Process
4. Provide the Tools > Earn Participation
5. Make Achievements Visible > Create Opportunity
6. Communicate Progress > Build Understanding
7. Measure Success > Prove Results

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Poll: Which is your greatest challenge?

- a) Reinforcing the value
- b) Developing the plan
- c) Maintaining momentum
- d) Equipping leaders
- e) Measuring/communicating program performance

10-Minute Actions Leaders Can Take to Support Recognition

10-MINUTE ACTIONS LEADERS CAN TAKE TO SUPPORT RECOGNITION

Practice these 6 strategies for supporting your recognition culture on a regular basis

- ☐ Reinforce the recognition program and why it is in place.
- ☐ Start meetings by recognizing one or two specific successes.
- ☐ Set aside 10 minutes a week for the purpose of recognition. (email, note, verbal, etc.)
- ☐ Encourage frontline managers to recognize their staff.
- ☐ Be present and participate in recognition events.
- ☐ Regularly review recognition program data to understand its impact on the business.

Looking for more employee recognition resources?
Visit www.terryberry.com/resources



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Recap

- How to Answer the Right Questions
- 7 Strategies to Engage Your Leadership
- 10-Minute Actions Leaders Can Take to Support Recognition



Q&A



Mike Byam
CEO, Terryberry
mbyam@terryberry.com

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



HRCI ORG-PROGRAM:
315352



SHRM Activity ID:
17-01S9Q



Excited about my session at #SHRM17

June 19th | 4:00 PM - 05:15 PM

See you in NOLA!

BOOTH #3123

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Best Practices in Employee Recognition

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for HRCI, SHRM and WorldatWork
recertification credits*

Request a Demo



Terryberry's 360 Recognition Platform for all things recognition



www.terryberry.com/demo



Recognition University

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**

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