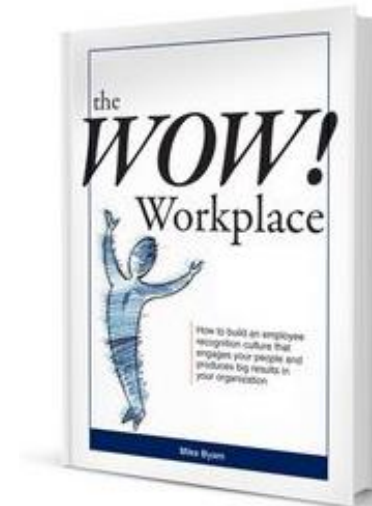


# 5 Things to Know About Employee Recognition in 2018



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



# Meet the Recognition Experts via **Chat**



**Amber Zaucha**  
Grand Rapids, MI



**Lillian McBeth**  
Dallas, TX

# Agenda

1. How does **smartphone technology** impact your employee recognition program?
2. The employee recognition **metrics** you should be watching
3. **Millennials** in management and what it means for your recognition program
4. How **staff empowerment** impacts your recognition culture
5. How and why to use a **central hub** for recognition organization-wide



**1**

**Mobile communication will be the norm**



*What is your mobile recognition strategy?*



# 1973

The mobile phone was invented



Is your recognition program accessible by smartphone? (select all that apply)

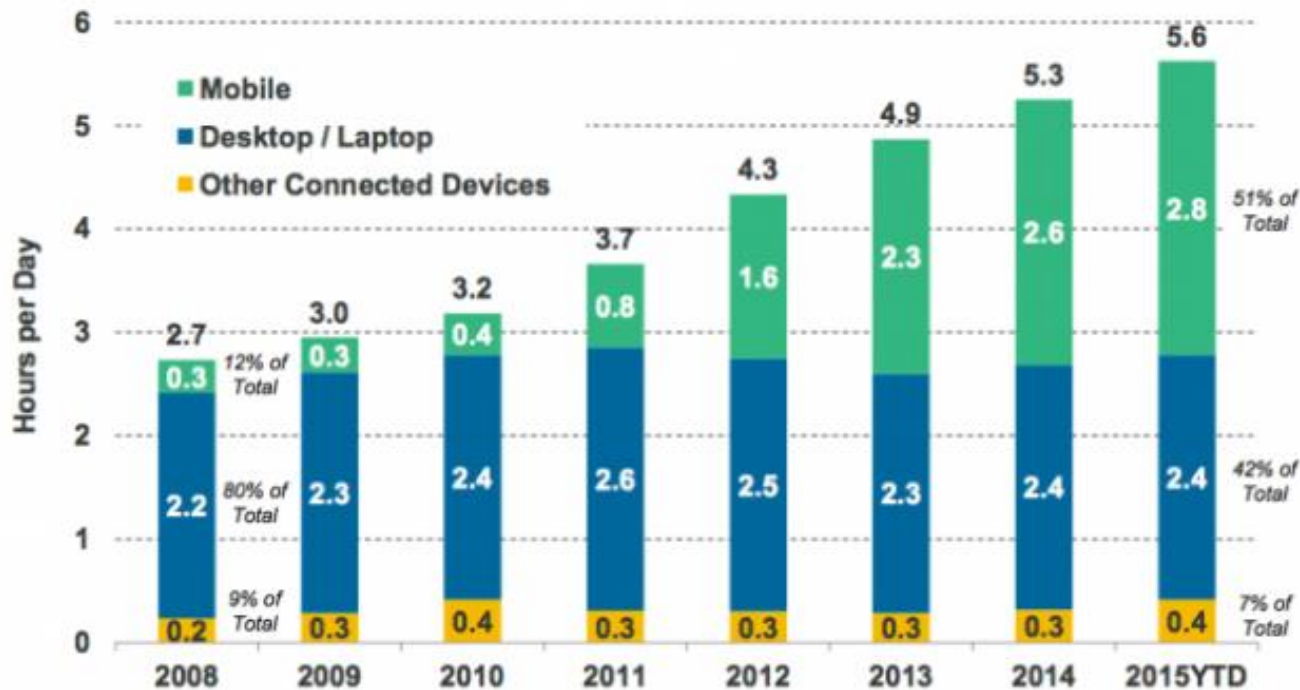
- A. Yes, fully accessible by smartphone
- B. Some elements are smartphone accessible
- C. No smartphone accessibility



# Trending Mobile Usage

Internet Usage (Engagement) Growth Solid  
+11% Y/Y = Mobile @ 3 Hours / Day per User vs. <1 Five Years Ago, USA

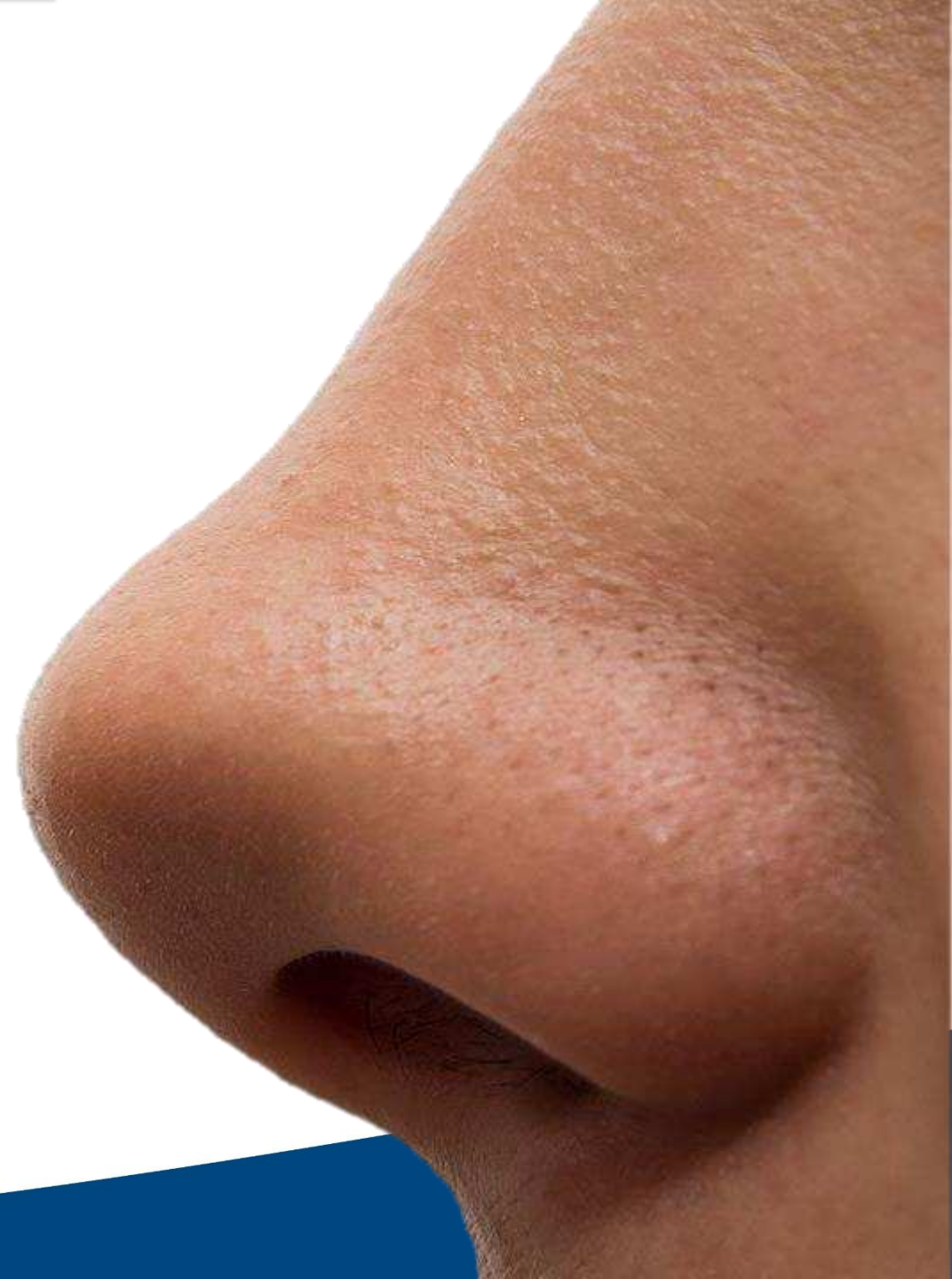
Time Spent per Adult User per Day with Digital Media, USA,  
2008 – 2015YTD



In 2016 users spend on average **3.3 hours per day** on a smartphone

**53% of Millennials  
would rather give up  
their sense of smell  
than lose access to  
their smartphone**

<https://www.scribd.com/doc/56263899/McCann-Worldgroup-Truth-About-Youth>







## **70% of employees use their smartphones at work**

60% of employees use apps for work-related activity

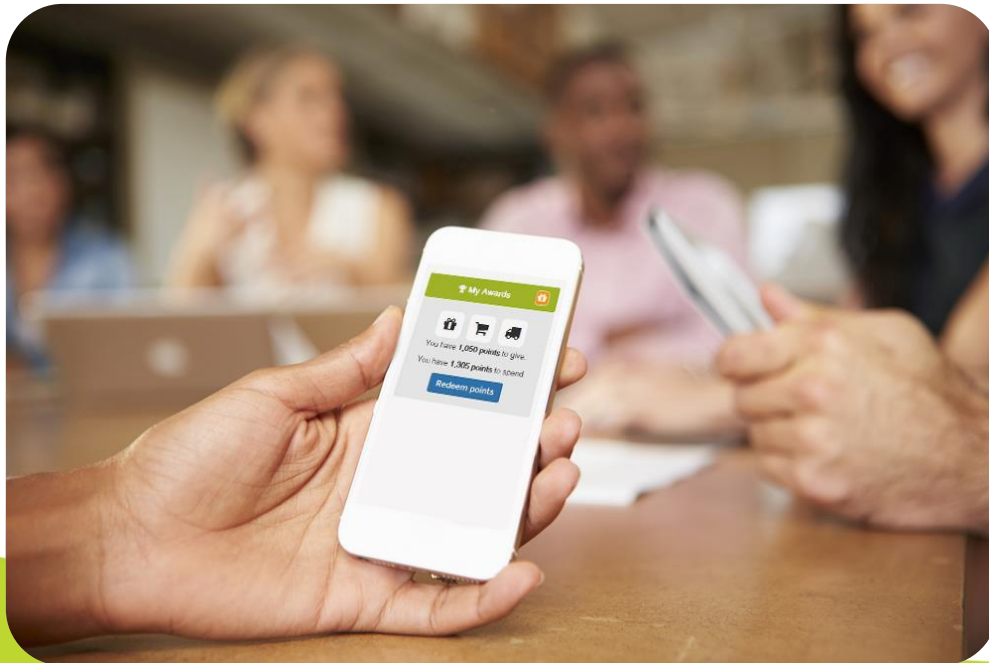
71% spend over two hours a week accessing company information on mobile

1. [Zdnet](#)
2. [Digital Strategy Consulting](#)
3. [iPass](#)
4. [Fierce Mobile IT](#)

# Smartphone Technology and Employee Recognition

Is your mechanism for giving recognition mobile accessible?

Can employees receive recognition notifications and redeem awards via their device?



Mobile connectivity improves the recognition experience and makes your recognition program more accessible

## TLE Systems Dashboard

Filters

All

Engagement Statistics - 4 Weeks Ago



2

Metrics-Based Recognition will Increase

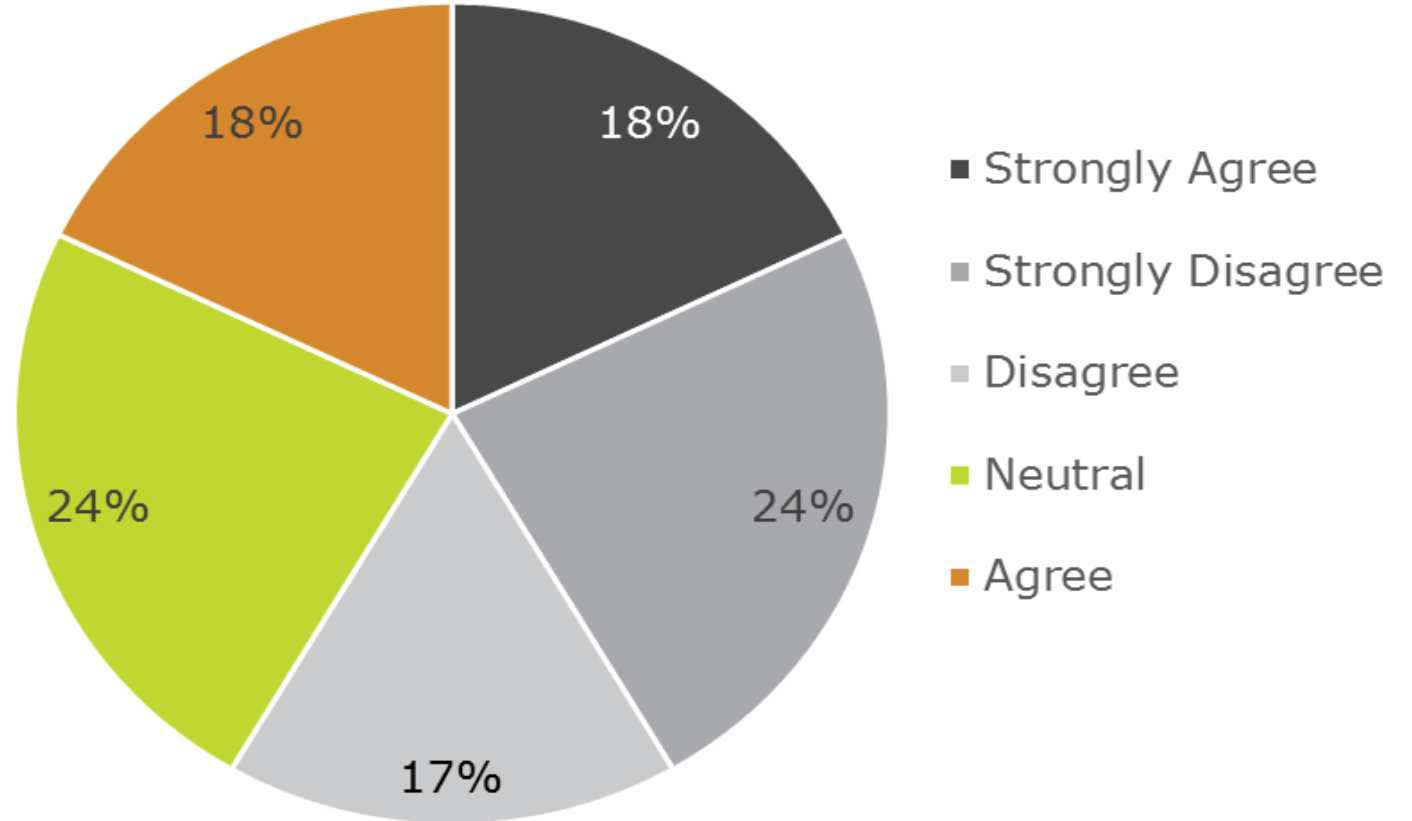
Does your organization use objective analytics in your employee recognition program?

- A. Yes, we utilize analytics software technology in our recognition program
- B. Yes, we measure recognition data manually
- C. No, we don't use recognition analytics





Only **36%** of HR pros feel they have useful measures of the impact of their employee recognition program



<https://www.terryberry.com/wp-content/uploads/2016/08/Terryberry-EmployeeEngagement-Whitepaper.pdf>

Less than 15% of organizations use analytics technology in their recognition program

<https://www.terryberry.com/wp-content/uploads/2016/08/Terryberry-EmployeeEngagement-Whitepaper.pdf>

43% of Best-in-Class organizations have access to metrics on recognition efforts

<http://go.globoforce.com/rs/globoforce/images/AberdeenReportNovember2013.pdf>



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# What Should You Measure?

## Engagement

- Participation rate
- Participation trending
- Hierarchy data

## Employee Performance

- Recognition given
- Recognition received

## Award Categories

- Recognition by criteria



# What should you do with your data?

## ENGAGEMENT

- Increase awareness if participation rates fall
- Identify recognition champions, consider mentor roles
- Coach red flag users

## PERFORMANCE

- Identify top performers
- Use content in performance reviews and formal recognition presentations.
- Reinforce what employees are doing right!

## AWARD CATEGORIES

- Gain insight on how staff interprets core values







**3**

**Millennials will Take on Leadership Roles**

What percentage of your management team is made up of millennials?

- A. None
- B. Less than 10%
- C. 10-20%
- D. 20-40%
- E. 40%+



# Millennial Leaders

**96%** of Millennials aspire to have a leadership role (Virtuali)

**40%** of Millennials already have 4 or more direct reports (colliers)



# Millennial Leaders

**43%** said their motivation to be a leader was to “Empower Others”  
*(only 5% said their motivation was money)*

<https://workplacetrends.com/the-millennial-leadership-survey/>



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# What do Millennials feel are the most valuable leadership skills?

**Figure 3. Leadership Skills**



## Implement training

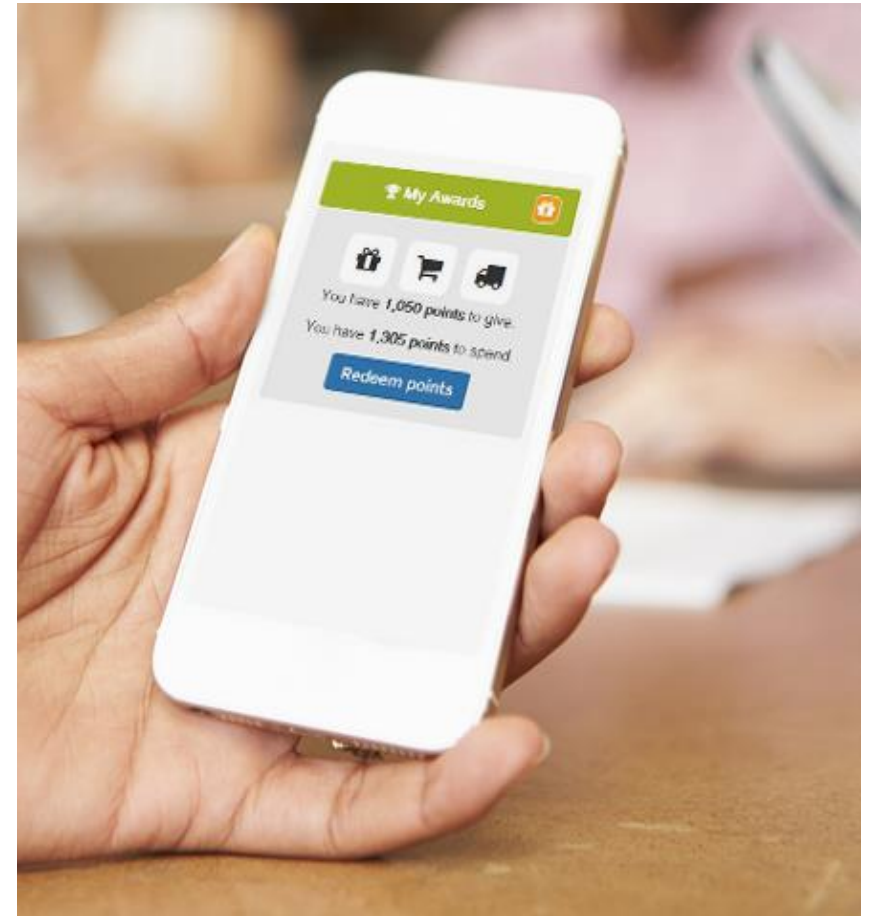
- How does the recognition program work
- Why it is in place
- How to give recognition in alignment with organizational values and objectives

## Utilize technology

- Smartphone capable
- Social media style interaction

## Create accountability

- Visibility helps leaders self-manage
- Hold leaders accountable to recognition goals



*How can employees be empowered  
in your recognition program?*



**4**

**Workplaces will Shift Toward  
Greater Staff Empowerment**



## **Organization-wide Visibility**

who's being recognized and why

## **Individual Recognition Profile**

access to personal awards history

## **A Voice in the Organization**

employees can recognize coworkers who demonstrate company values





# Social Employee Recognition Systems Will Grow Exponentially



**fmi**

**5**

# Lean Strategies will Move Businesses Toward Centralized Systems



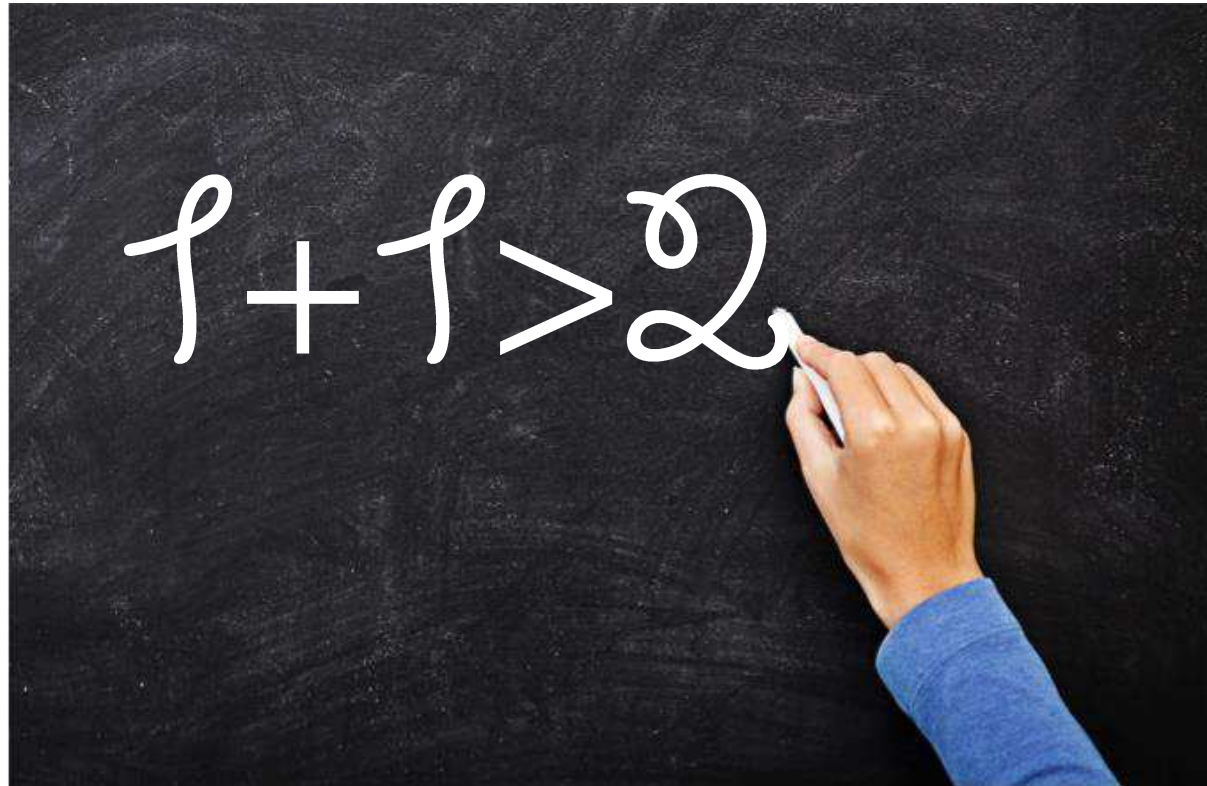
Which best describes the framework of your recognition program?

- A. One centrally managed, organization-wide platform
- B. Multiple programs, centrally managed
- C. Varies by department or location
- D. We don't have a recognition program
- E. Other



“

The whole is greater than the sum of its parts  
-Aristotle



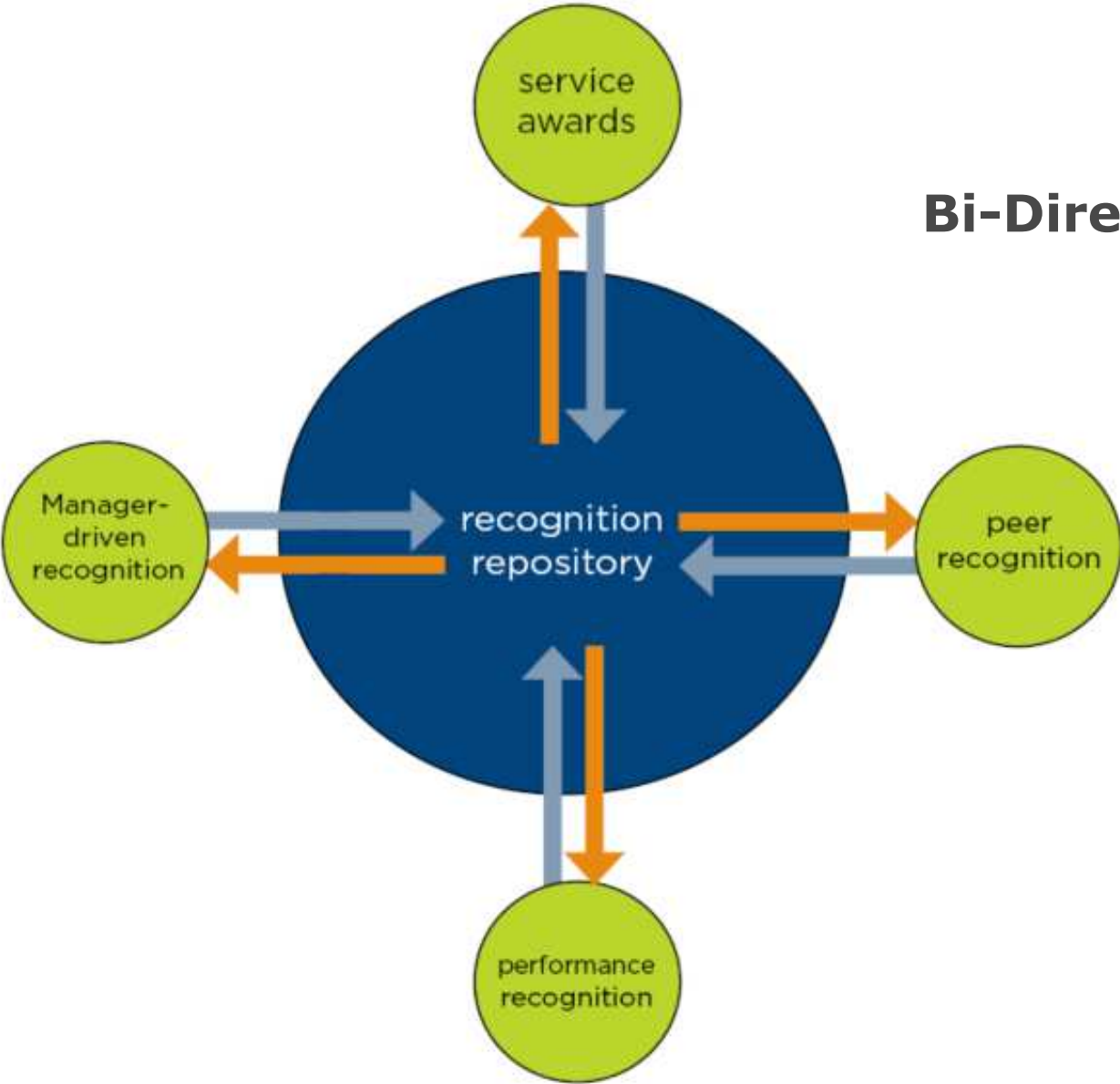
# Why Centralize?

- Consistent company messaging
- Level employee experience
- Better metrics
- Efficient management
- Greater Impact





# Bi-Directional Influence



## *2018 Preparedness Checklist*

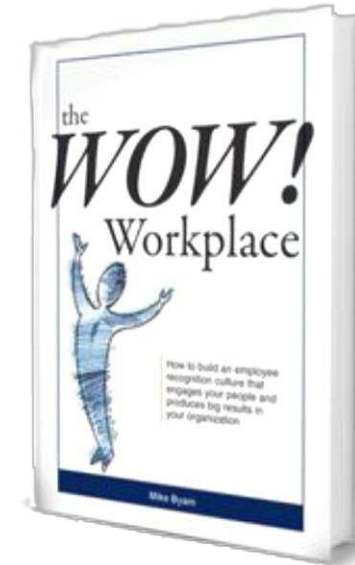
1. Mobilize
2. Measure
3. Millennialize
4. M-power staff
5. Move toward centralization



# 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)



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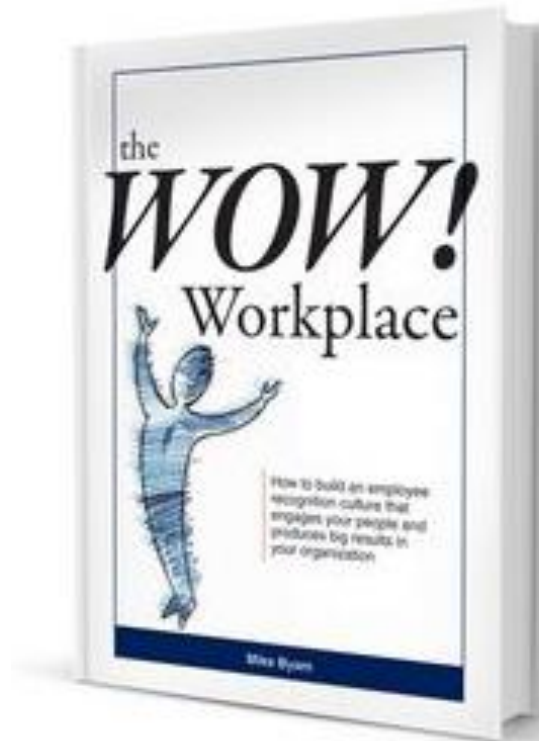


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# The WOW! Workplace

by Mike Byam

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



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# Request a Demo

Terryberry's 360 Recognition Platform for all things recognition.



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



# 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**