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**

Michelle Nedved

Drew Beckeman

Grand Rapids, MI
Bon Travail!

Good Work!

Bravo!

¡Excelente!
“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 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 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

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

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

@TerryberryCompany
DILBERT on Employee Recognition

DILBERT by Scott Adams

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

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

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

- **The person**
  - personalize the presentation

- **Their achievement**
  - highlight the contribution

Looking for other employee recognition IDEAS?
www.terryberry.com/tools
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](http://www.terryberry.com/tools)
The Supporting Cast
Who should be in attendance?

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!

- Email announcement/ reminder
- Post on intranet
- Posters
- Newsletter
- Bulletin Boards
- “Teaser” Promotions
- Photos
- 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

✓ **Tip:** Download the Presentation Cheat Sheet, iRecognize App, Recognition Event Checklist, Certificate Maker & more! www.terryberry.com/tools
To learn about Terryberry’s recognition programs & services, visit www.terryberry.com

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

Follow us on Twitter www.twitter.com/terryberryco

Like us on Facebook www.facebook.com/TerryberryCompany
This program is pre-approved for ONE General HRCI Credit, ONE SHRM PDC and ONE WorldatWork Credit.

HRCI ORG-PROGRAM: 326649

SHRM Activity ID: 17-1XYFP
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.

**Get your copy!**

[www.terryberry.com/the-wow-workplace](http://www.terryberry.com/the-wow-workplace)
Educational Webcasts

Best Practices in Employee Recognition
REGISTER TODAY

www.terryberry.com/webcasts

Most webinars are pre-approved for HRCI, WorldatWork and SHRM recertification credits
Request a Demo

Terryberry's 360 Recognition Platform for all things recognition.

www.terryberry.com/demo
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

www.terryberry.com/recognitionuniversity
This program is pre-approved for ONE General HRCI Credit, ONE SHRM PDC and ONE WorldatWork Credit.

HRCI ORG-PROGRAM: 326649

SHRM Activity ID: 17-1XYFP