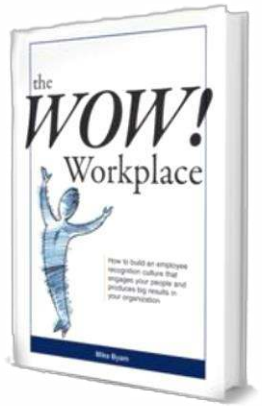
Creating a WOW Moment…

7 tips for effective employee recognition



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

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Meet the Recognition Experts via **Chat**

Michelle Nedved

Drew Beckeman

Grand Rapids, MI

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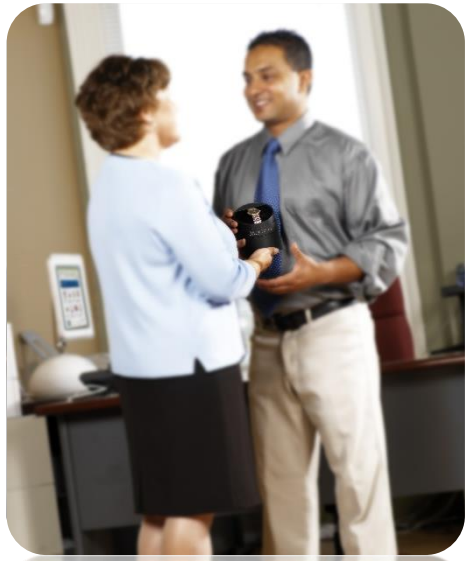
Good Work!

Bon Travail!

Bravo!

¡Excelente!



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“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

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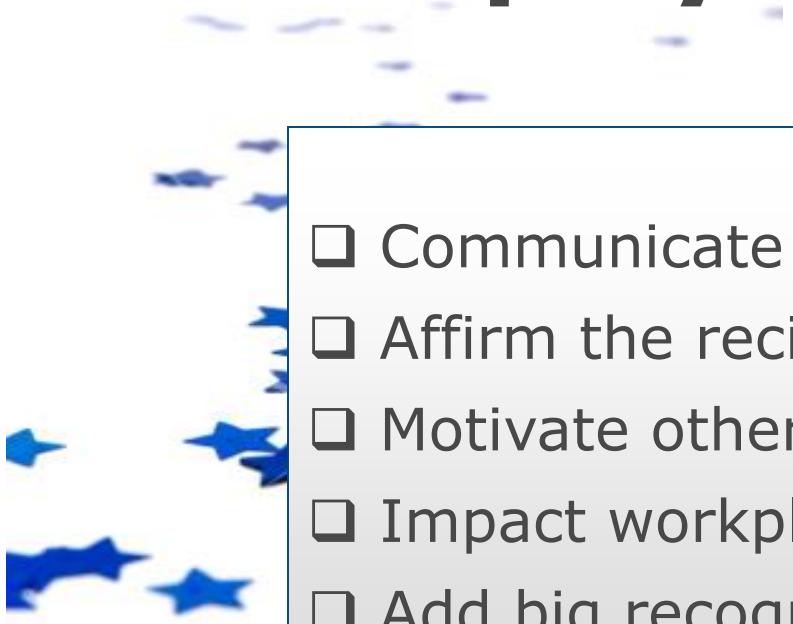
5 Outcomes for Effective Employee Recognition



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

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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.

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The Top 7

Strategies for Recognition Success

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

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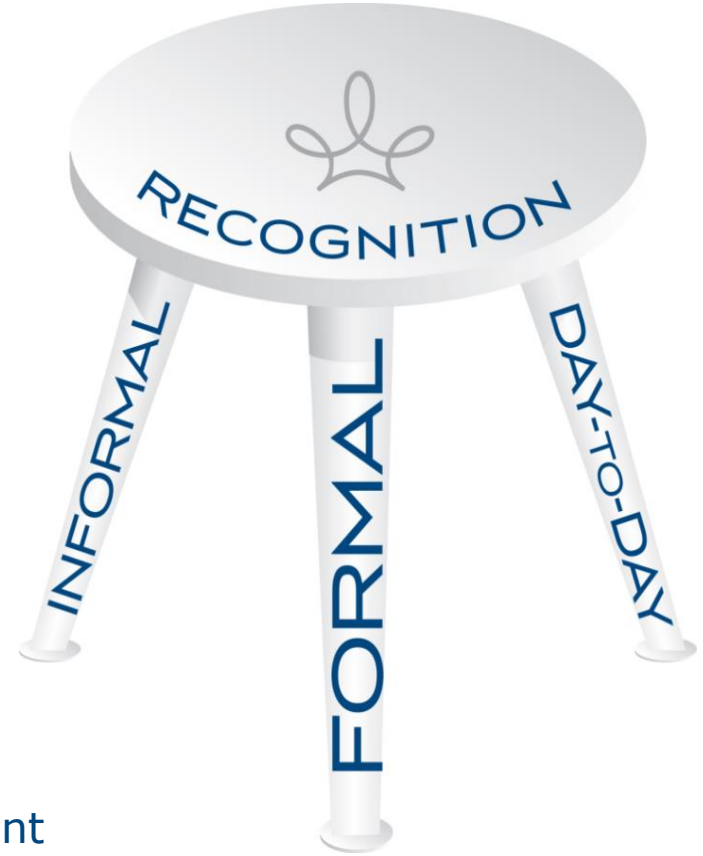

Day-to-Day

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

Informal

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

Formal

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

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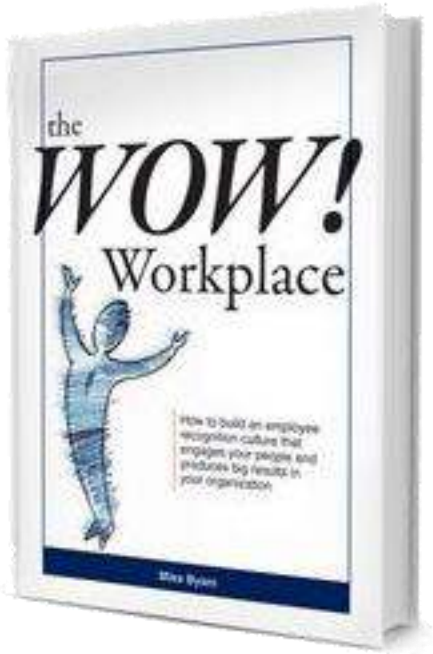
Ask Questions.
Be Recognized.



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

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DILBERT on Employee Recognition

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The Stars

- **The person**
  - ✓ *personalize the presentation*
- **Their achievement**
  - ✓ *highlight the contribution*

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

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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

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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

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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

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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

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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?*

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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

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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

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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

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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

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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

Q&A

with

Mike Byam

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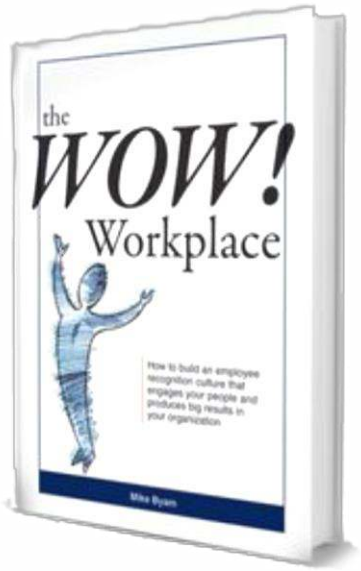

To learn about Terryberry's recognition programs & services, visit **www.terryberry.com**

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

Follow us on Twitter **www.twitter.com/terryberryco**

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

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SHRM Activity ID:
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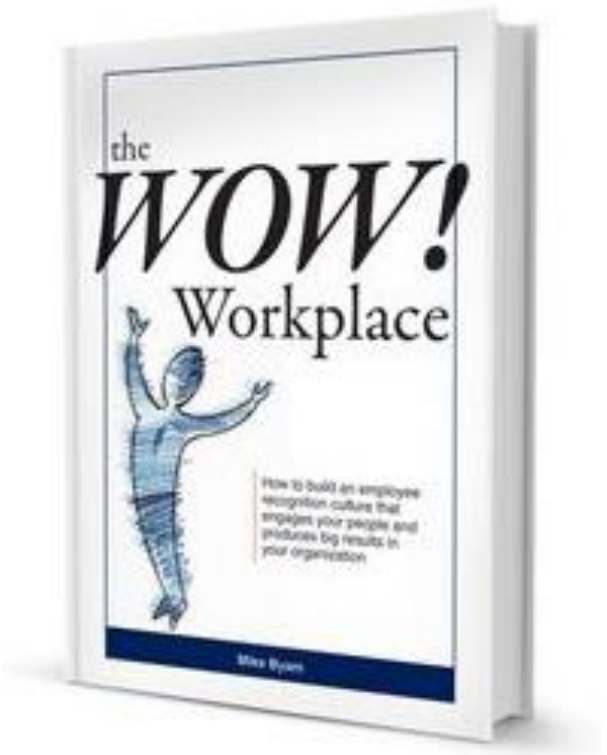
The WOW! Workplace

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.

Get your copy!

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Best Practices in Employee Recognition

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Request a Demo

Terryberry's 360 Recognition Platform for all things recognition.

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Recognition University

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

- **On-Site Training Programs**
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