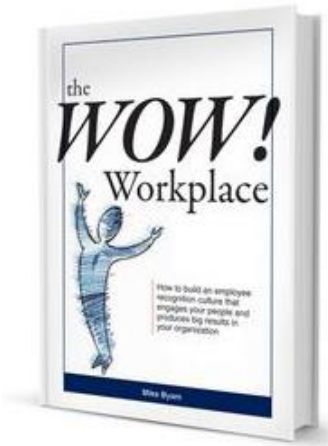
Building a WOW Recognition Culture

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



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Meet the Recognition Experts via Chat

Chresten Armstong
Business Development Manager
Cincinnati, OH

Jeff Bergeron
Business Development Manager
Philadelphia, PA

Chat in!

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Learning Objectives

1. **Reinforce Value of Employee Recognition**
   - Why your business needs a culture of recognition
2. **Best practices for an effective recognition program**

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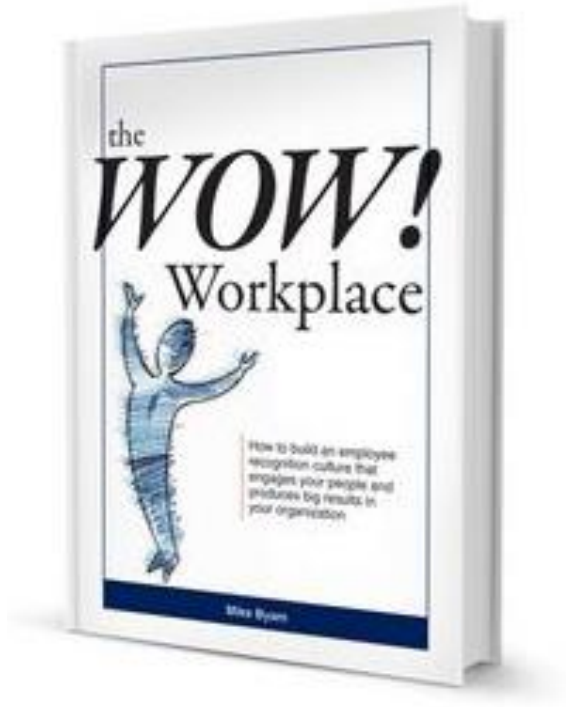
WOW us and **Win!**



If we address your question live, you'll receive a complimentary copy of "The WOW! Workplace" by Mike Byam.

*Get involved and **be recognized!***

Q & A will take place at the end of the webcast, but you can submit questions any time using your tool tray on the right side of your screen.

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CHAT IN

Q: **True or False?**

Most employees feel adequately recognized at work.

- **True**
- **False**

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Only **40%** of employees feel adequately recognized by their supervisor.

36% of employees said they **haven't** received any form of recognition in the last year.

31% of employees are **satisfied** with recognition they receive.

88% of businesses indicate they recognize their employees.

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Recognition is the best way to **accelerate performance**

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Current Workplace Trends Require Leaders to **ADAPT**

- Relate to employees' new communication styles
- Adapt to new career expectations
- Today's employees expect more recognition

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POLL

What is your organization's recognition objective for the next 12 months?

- ❑ We'll expand an existing program, or begin a new program
- ❑ Our recognition program will stay about the same
- ❑ We will scale back our recognition efforts
- ❑ We don't have a recognition program

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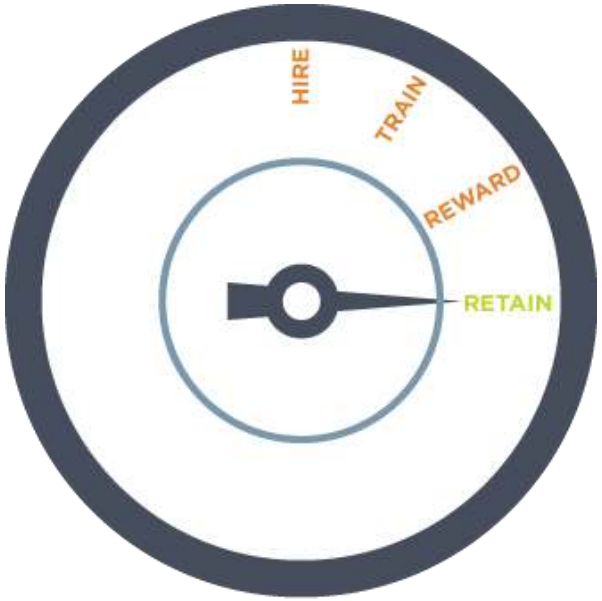
Retention = Biggest Talent Challenge Of 2018

US unemployment rate
= **4.1%**

- Bureau of Labor Statistics



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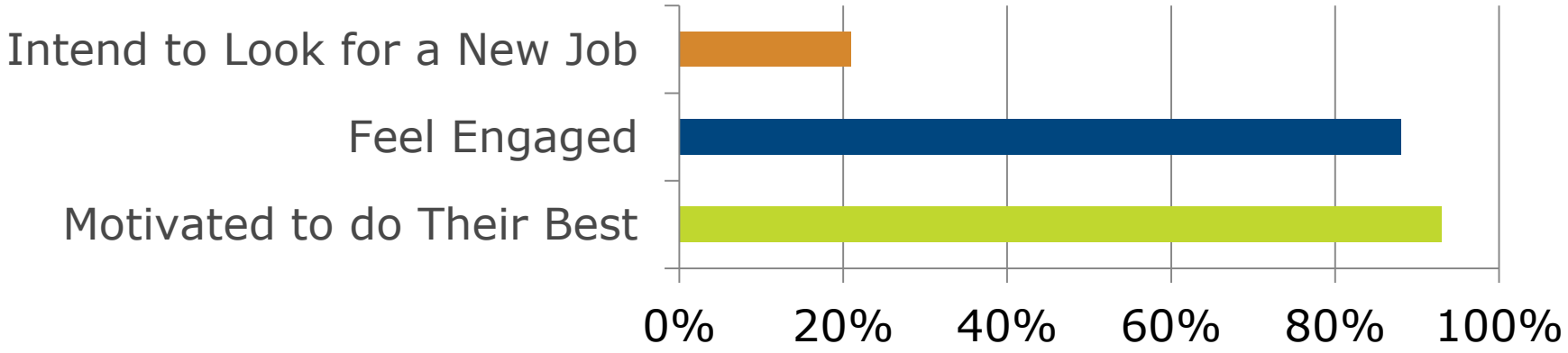
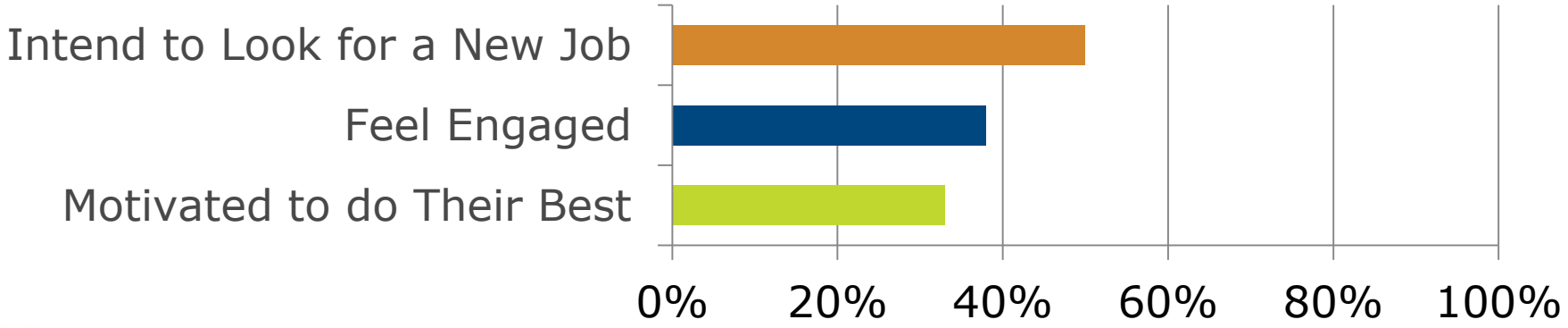
Employees Who Feel **VALUED**



Employees Who Feel **UNDERVALUED**



American Psychological Association

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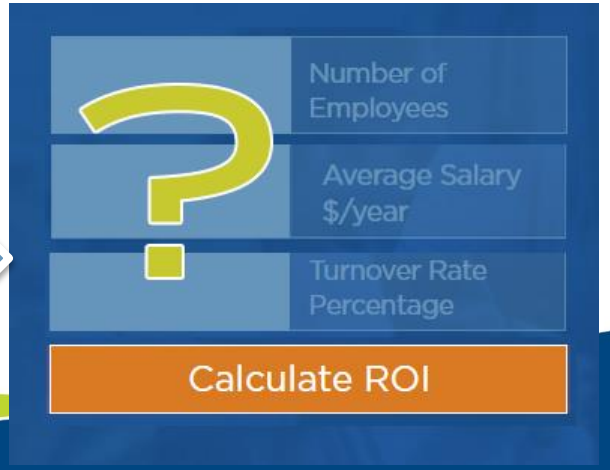
Recognition ROI

- Cost to replace an employee estimated at **50% of salary**
  (cost of turnover ranges from 20% on the low side to 213% for highly skilled employees)

- Organizations with recognition programs have **23.4% less turnover** than those without

Try out the Employee Engagement ROI Calculator
www.terryberry.com/roi-calculator



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"What percentage of employees do you believe are recognized monthly?"

80%

Senior Leaders

40%

Managers

22%

Individual Contributors

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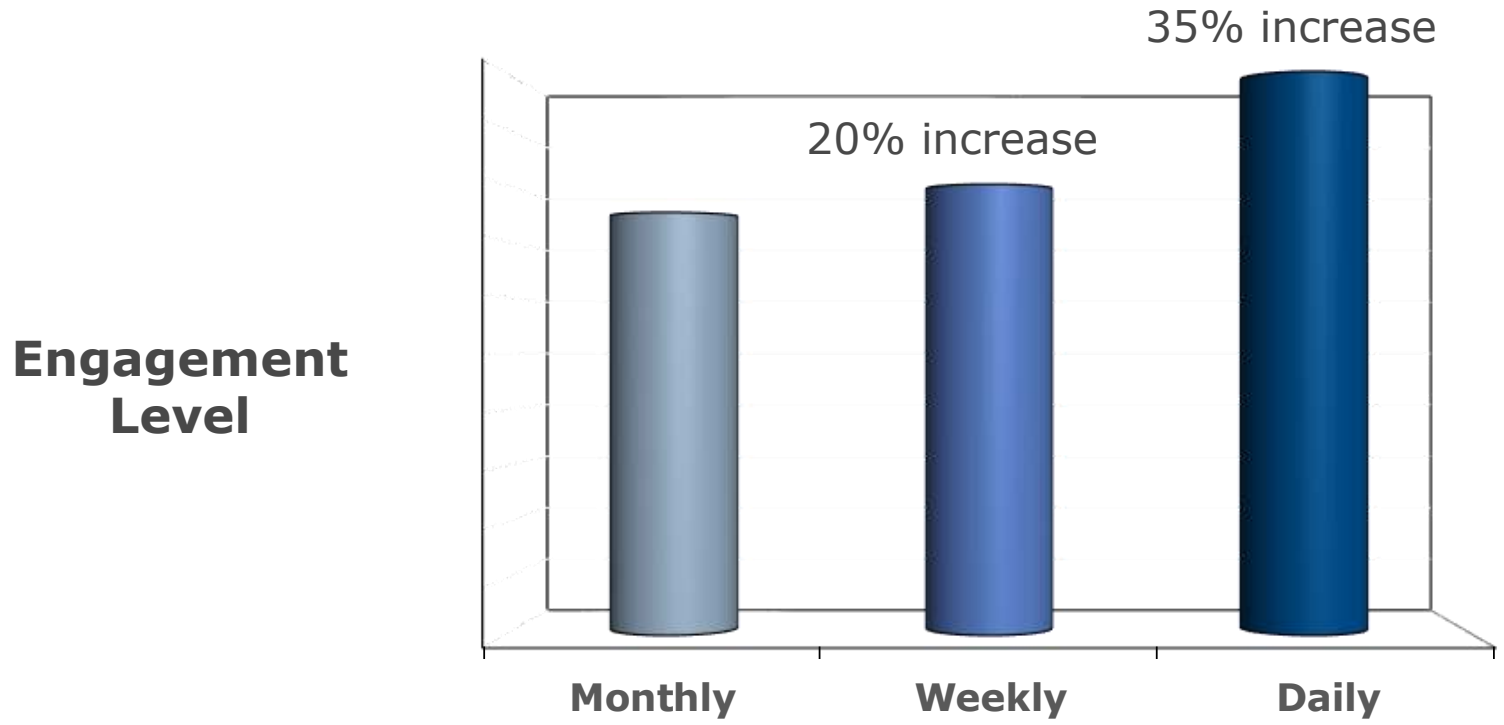
The Frequency of Recognition has a Significant Impact on Employee Engagement



Daily Telegraph, Findings of David Brown, Director of Hewitt Associates

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POLL

What could help your organization's recognition program become more successful?

- ❑ Better communication of program among employees
- ❑ More Management support and participation
- ❑ More Senior Leader support and participation
- ❑ Better award selection/individualization
- ❑ Better tools to simplify program administration tasks

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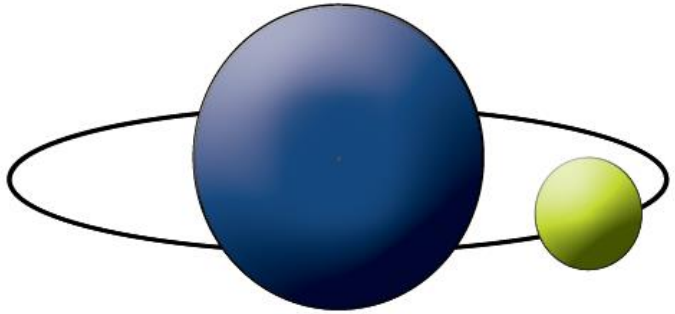
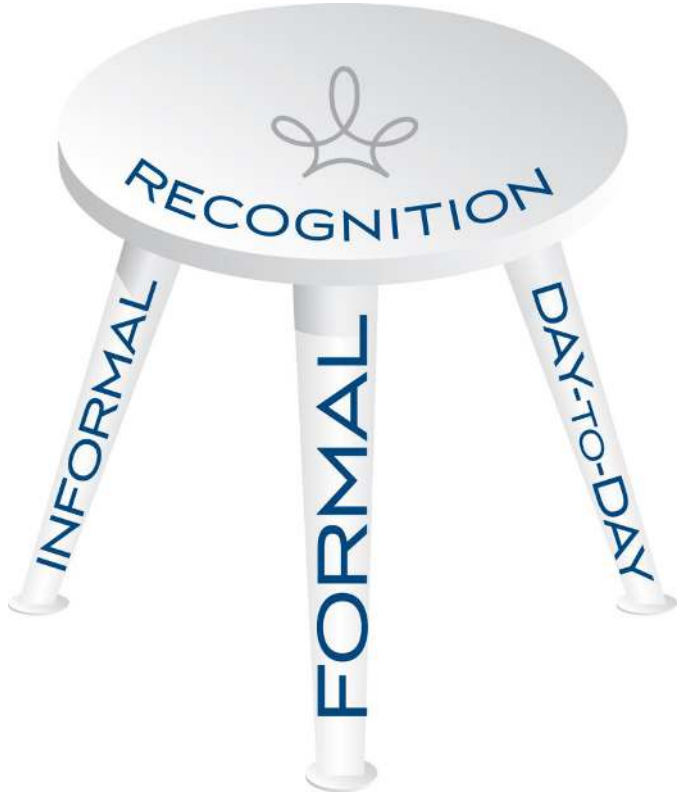
Best Practices for an Effective Recognition Program

1. Establish a recognition strategy
2. Use effective awards
3. Give a meaningful presentation
4. Marketing your program to employees

Establish a Recognition Strategy

- Align with business goals
- Gain leadership support
- Address the 3 tiers of recognition





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Informal

- Casual structure, defined criteria
- Often supervisor-driven
- Frequently minimal investment
- Points-based solutions

Day-to-Day

- Manager/Employee interactions
- Peer/Peer interactions

Formal

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

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How Do Service Awards Impact Employee Engagement?

- Simple implementation
- Regular, consistent recognition
- Objective structure
- Engage newer employees too

WELCOME

to the team!

Tell us about you

This is not a test. There are no wrong answers.
We just want to get to know you better.

Your name _____ Nickname? _____

How do you enjoy spending a day off? _____

Favorite snack food? _____ Favorite restaurant? _____

Download the FREE **Onboarding Questionnaire** at **www.terryberry.com/resources**

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Powerful Informal Recognition

Recent trends:

- Peer Recognition
- Social Recognition
- Total Recognition Platforms
- Multiple programs
- Points-based recognition
- Smart phones

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POLL

Which of the following recognition program(s) **does your organization support?** *select all the apply)*

- ❑ Service Anniversary Awards
- ❑ Peer-to-Peer Recognition
- ❑ Performance-Driven *(sales/safety/wellness, etc.)*
- ❑ Points-based Recognition
- ❑ Manager-driven Recognition

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What Makes a Good Award?

Awards indicate the value that the organization places on the individual and their contribution.

- Personally meaningful
- Symbolic
- Lasting
- Differentiated achievement levels

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Give a Meaningful Presentation

Timely

Specific

Aligned with core values

Free Resource

Download the Award Presentation Cheat Sheet

www.terryberry.com/resources

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Market the Program to Employees

Communication Plan

- **11.3 Impressions**
- **Front End**
  - Why the program is in place
  - What is meant to accomplish
  - How employees achievements impact them
- **Back End**
  - Publicize employee achievements

Make Recognition a Part of Regular Internal Communications

Newsletters • Staff meetings • Posters • Mailings • Social Strategy

Q&A

with

Mike Byam

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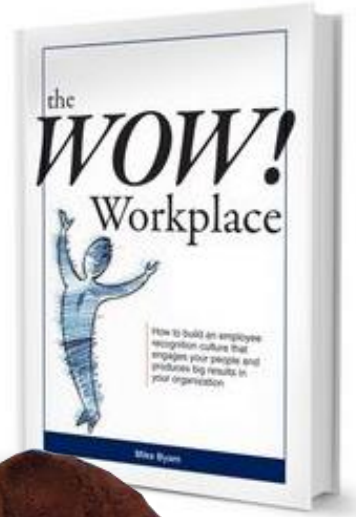

To learn about Terryberry's recognition programs & services, visit **www.terryberry.com**

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

Follow Terryberry and Recognition Man on social media!

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

HRCI ORG-PROGRAM:
341305

SHRM Activity ID:
18-HEL9O

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Request a Demo

Terryberry's 360 Recognition Platform for all things recognition.

www.terryberry.com/demo

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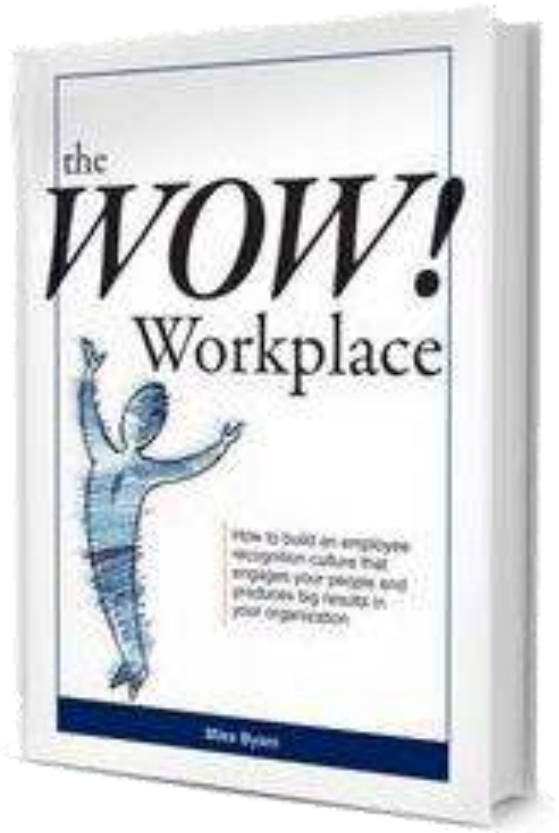
The WOW! Workplace

by Mike Byam



"A catchy, engaging, and useful read. Byam shows how recognition efforts can energize and create a positive work environment that sustains business success."

-Dave Ulrich
Professor, Ross School of Business

Get your copy!
www.terryberry.com/the-wow-workplace

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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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