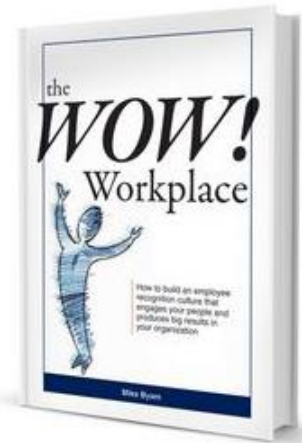


Building a WOW Recognition Culture



Mike Byam

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



Paul Calnan

Managing Director,
TerryberryReward





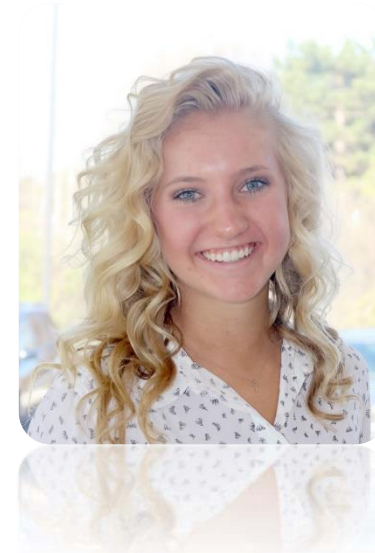
Meet the Recognition Experts via Chat



Michelle Nedved | Early Engagement Specialist, Terryberry



Adam Porter | Head of Sales and Marketing, TerryberryReward



Claire Baker | Early Engagement Specialist, Terryberry

Learning Objectives

1

Reinforce Value of Employee Recognition

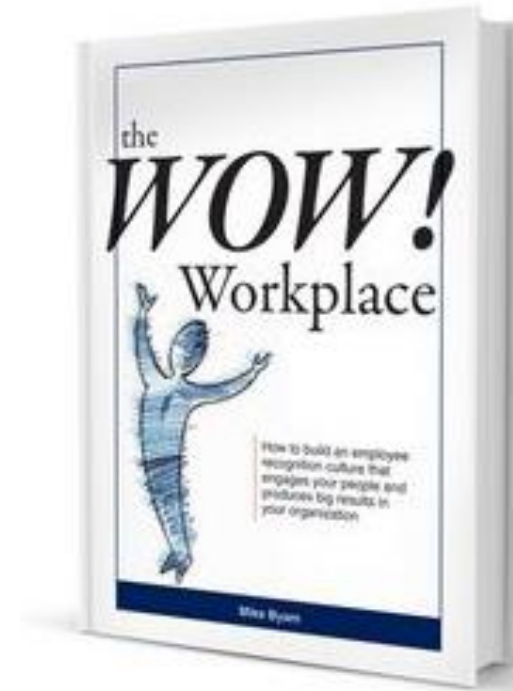
- Why your business needs a culture of recognition

2

Best practices for an effective recognition program

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.

Q: True or False?

Most employees feel adequately recognized at work.

– True

– **False**

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.

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



Current Workplace Trends Require Leaders to **ADAPT**

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



POLL

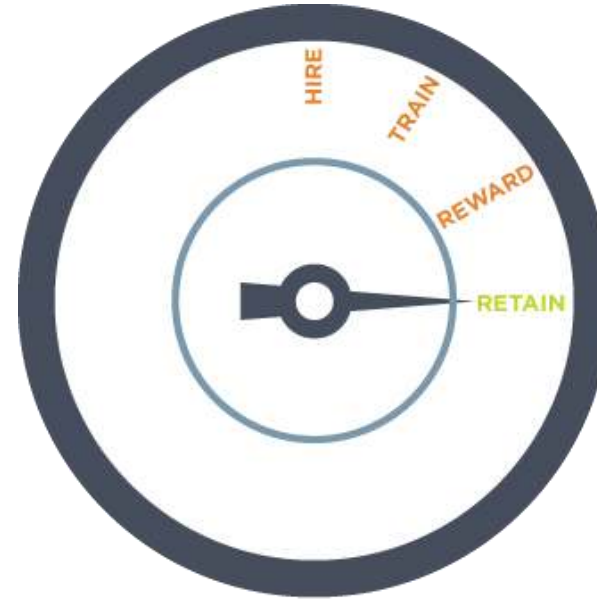
What is your organization's recognition objective for the next 12 months?

- 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

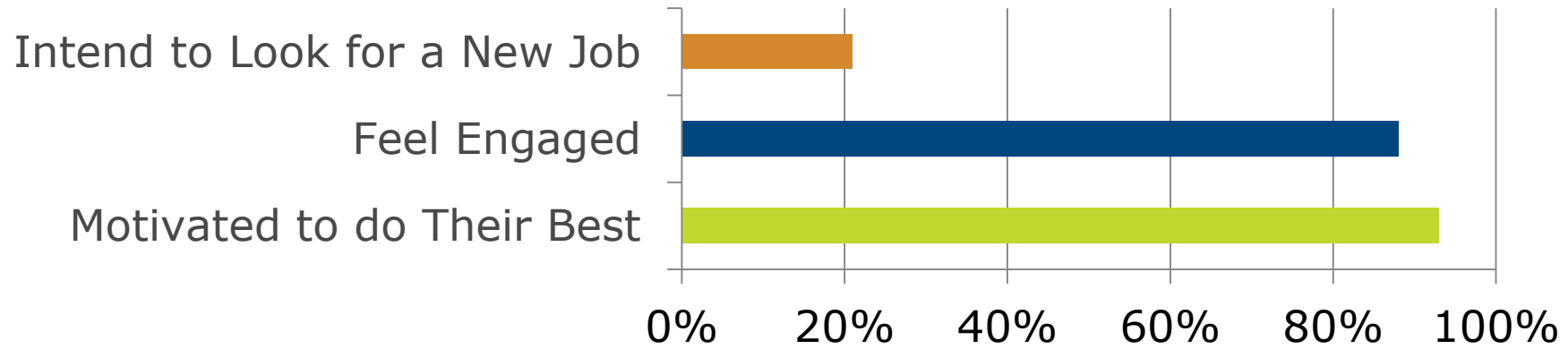
Retention = Biggest Talent Challenge Of 2018

US unemployment rate
= **4.1%**

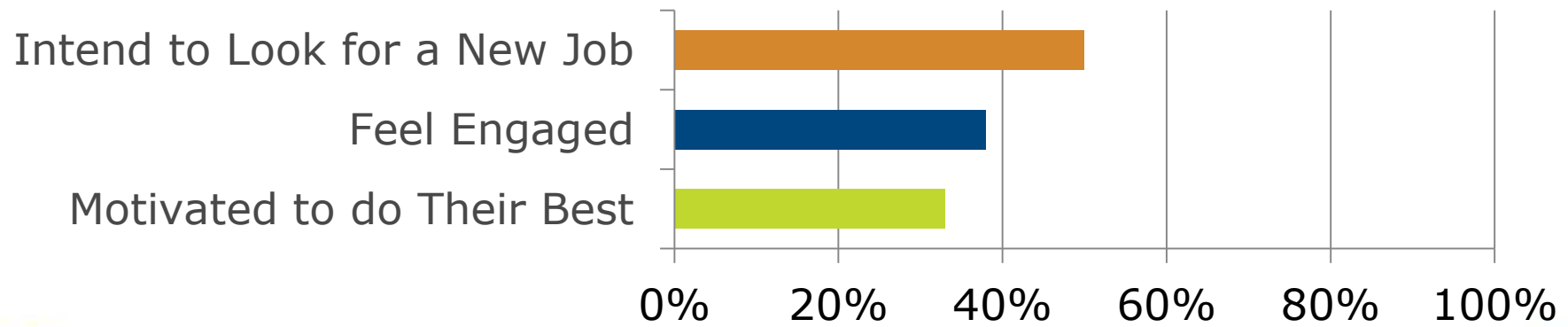
- Bureau of Labor Statistics



Employees Who Feel **VALUED**



Employees Who Feel **UNDervalued**



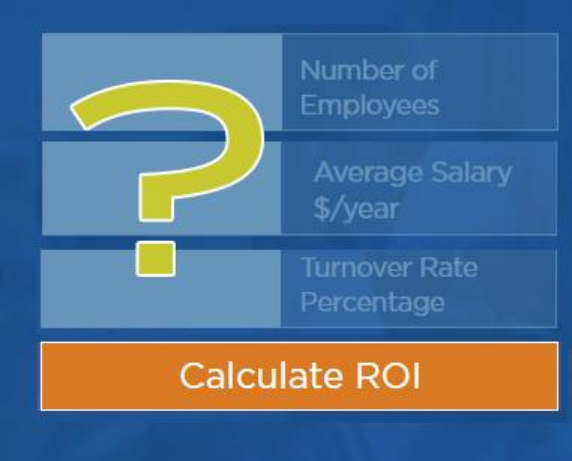
American Psychological Association

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



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

“What percentage of employees do you believe are recognized monthly?”

80%



Senior Leaders

40%



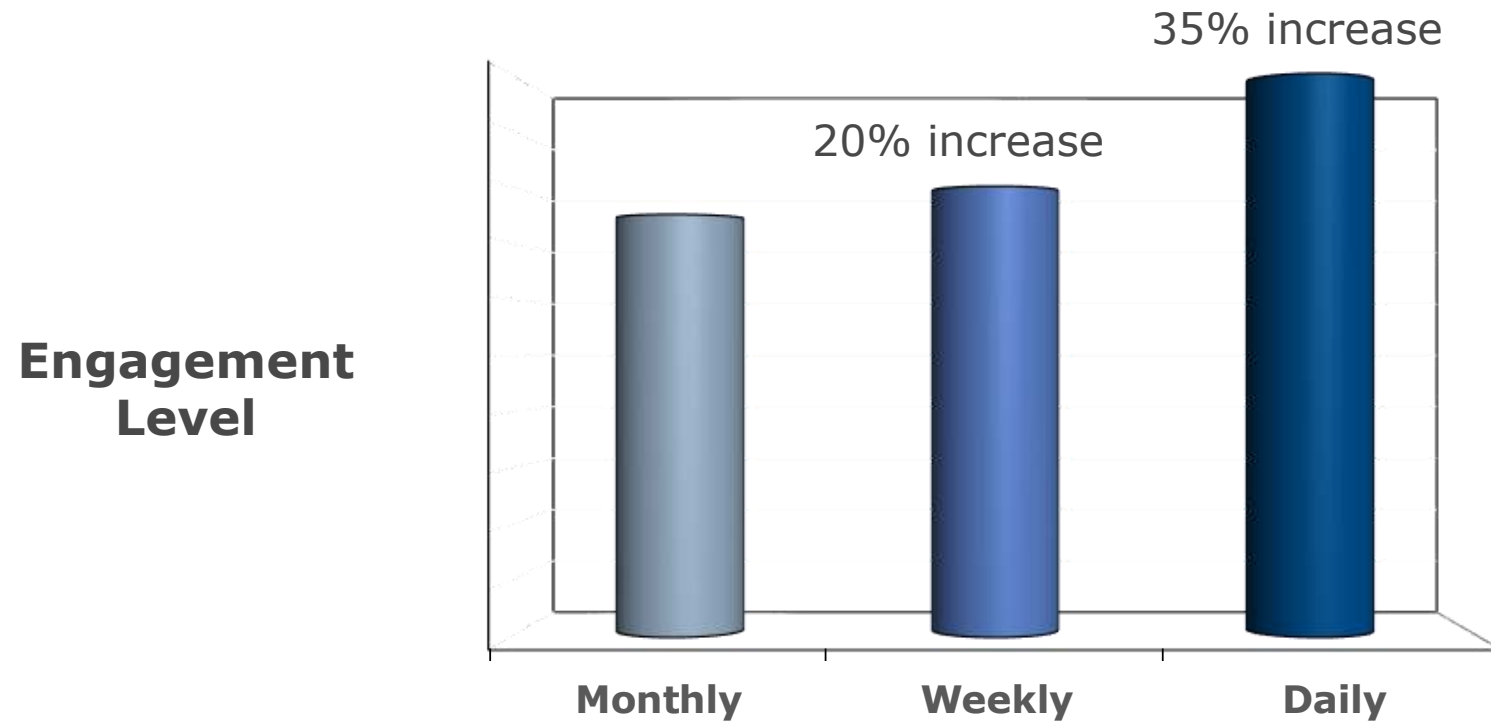
Managers

22%



Individual Contributors

The Frequency of Recognition has a Significant Impact on Employee Engagement



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

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

Best Practices for an Effective Recognition Program

1

Establish a recognition strategy

2

Use effective awards

3

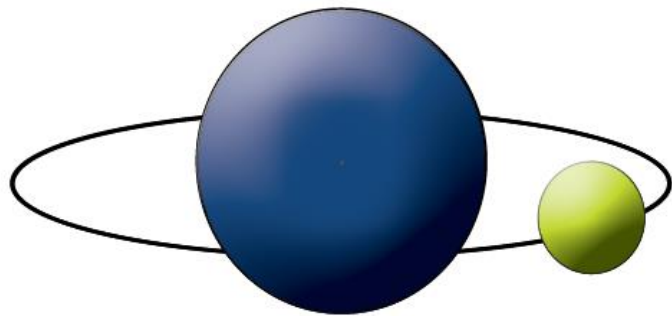
Give a meaningful presentation

4

Marketing your program to employees

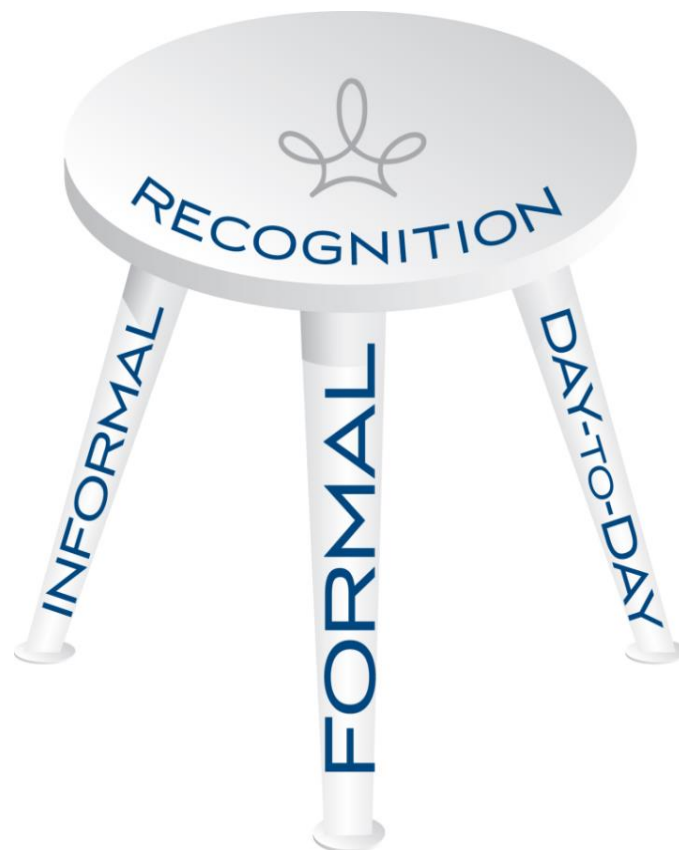
Establish a Recognition Strategy

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



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

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

Powerful Informal Recognition



Recent trends:

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

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

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

Give a Meaningful Presentation



Timely

Specific

Aligned with core values

AWARD PRESENTATION
CHEATSHEET

Use this Presentation CheatSheet to prepare your comments for a

Sample Presentation Remarks

"Sally 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 revise the department training manual. She didn't just stick to the new procedures, she discovered and corrected outdated processes.

Recipient Notes

Award Presentation _____
Exact Date of Hire _____
Award _____

Recipient's Name _____
(Phonetic Pronunciation) _____

Current Job Title and Responsibilities _____

Original Job Title _____

Specific Contributions to the Organization _____

Humorous Stories _____

Free Resource

Download the Award
Presentation Cheat Sheet
www.terryberry.com/resources

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

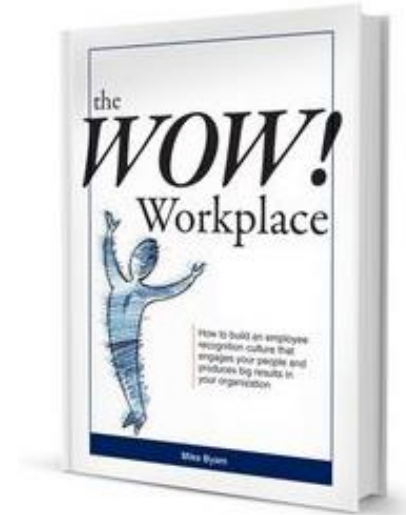


Q&A

with

Mike Byam

Managing Partner, Terryberry



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!



Visit us at upcoming events

www.terryberry.com/trade-events



Booth #2743 // September 11-13, 2018 – Las Vegas, NV

**employee
benefits**

LIVE 18

2-3 OCTOBER 2018

Booth #F80 // October 2-3, 2018 – Excel, London

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-HEL90

Request a Demo

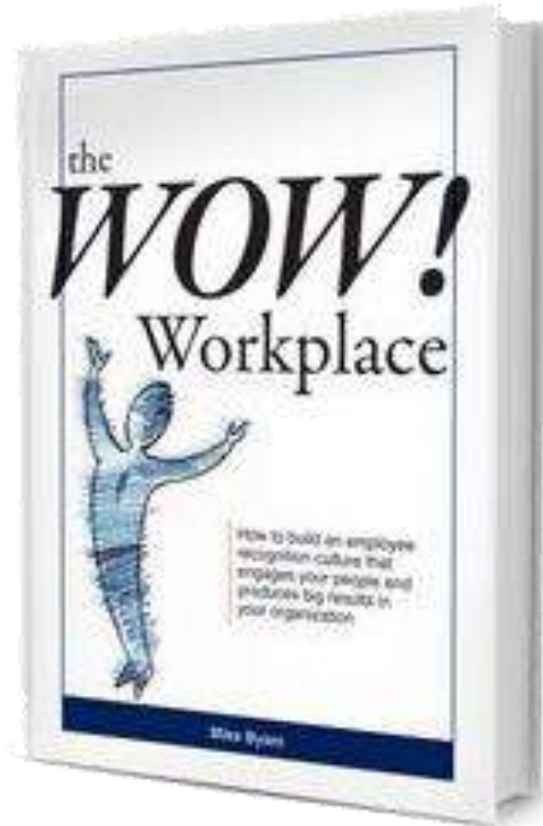
Terryberry's 360 Recognition Platform for all things recognition.



www.terryberry.com/demo

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



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**