Gaining Leadership Support for Employee Recognition

Mike Byam
CEO, Terryberry

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CHAT IN

Have a question?

Chat in and receive feedback immediately

Amber Zaucha
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Grand Rapids, MI

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Ice Cream Connoisseur
Grand Rapids, Michigan

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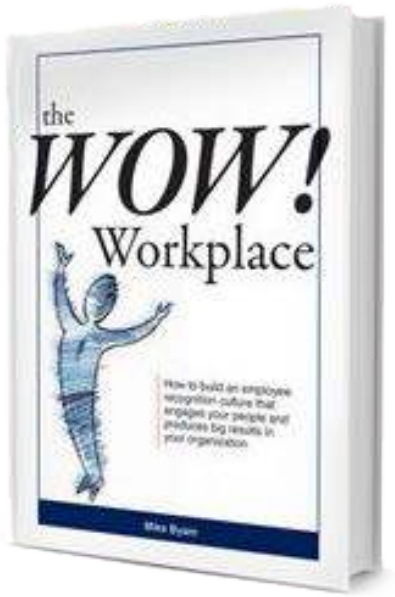
WOW! US AND WIN!



If we address your question during today's live broadcast, 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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Agenda

- What is Your CEO Thinking?
- What is Your Response?
- 7 Strategies to Engage Your Leadership
- 10-Minute Actions Leaders Can Take to Support Recognition

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Poll: Which best describes your goals?

a) Executive buy-in to start a recognition program
b) Executive buy-in to expand our recognition programs
c) Greater management support/participation in our existing program
d) All the above

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So You Want to Start An Employee Recognition Program…

What You're Thinking...

What HR is Thinking...

What Finance is Thinking

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What is Leadership Thinking?

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1. Is it important?

Will this have a significant impact on our business?

"The question I ask myself like almost every day is, 'Am I doing the most important thing I could be doing?'... Unless I feel like I'm working on the most important problem that I can help with, then I'm not going to feel good about how I'm spending my time." - Mark Zukerberg, CEO of Facebook

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Your organization's success hinges on contributions of a **high-functioning team.**

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Compensation alone doesn't **keep talent**.

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79%
of employees who quit
cite lack of appreciation
as the reason. -Forbes
Employee Recognition is Not Optional.
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94%
of employees with high morale
say their managers effectively
recognize them. -Forbes
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60% of **Best-in-Class organizations** stress the impact of employee recognition on performance. -Aberdeen Group

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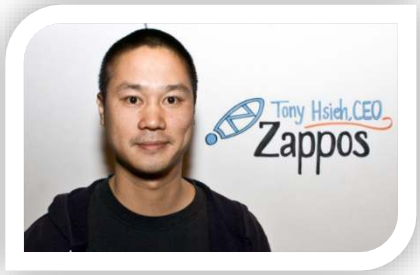
Is it important? What Other CEO's Say…

"Talent is the No. 1 priority for a CEO. You think it's about vision and strategy, but you have to get the right people first." - Andrea Jung, Grameen America



"Businesses often forget about the culture, and ultimately, they suffer for it because you can't deliver good service from unhappy employees." - Tony Hsieh, Zappos

"Employees who believe that management is concerned about them as a whole person - not just an employee - are more productive, more satisfied, more fulfilled. Satisfied employees mean satisfied customers, which leads to profitability." - Anne M. Mulcahy, Former Chairman and Chief Executive Officer, Xerox

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2. Does it Make Financial Sense?

“Rule No. 1: Never lose money;
Rule No. 2: Don’t forget Rule No. 1.”

- Warren Buffett

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The # 1 Driver of Engagement is **Recognition**.

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Organizations with strategic recognition programs have **23.4% lower turnover** than those without.

-SHRM

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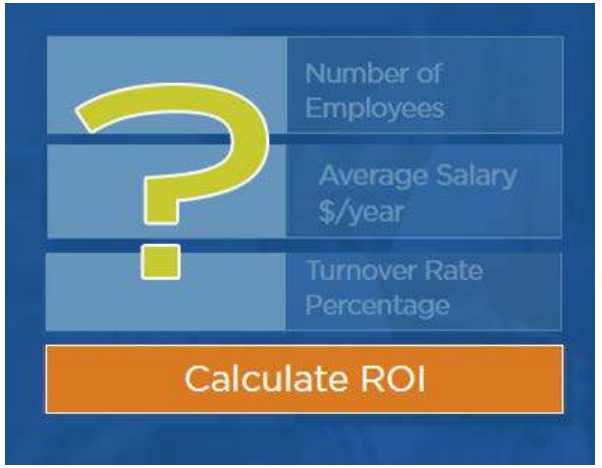
Calculate Your Return on Investment in Turnover Costs Alone

- Cost to replace an employee is 20% of salary
- Organizations with recognition programs have 23.4% less turnover than those without



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3. Will it help us advance our mission?

"Just as people cannot live without eating, so a business cannot live without profits. But most people don't live to eat, and neither must businesses live just to make profits." - John Mackey, Whole Foods

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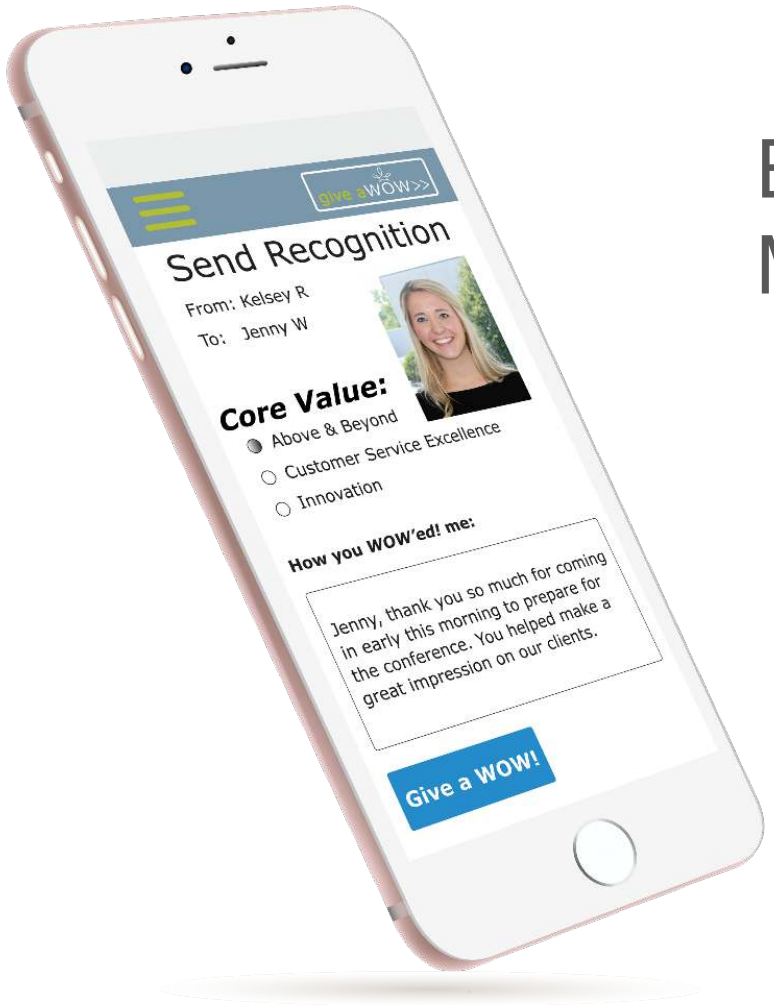

Build Recognition Around Mission, Vision and Values

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Recognition Aligns Employees with a Shared Mission

"When you're surrounded by people who share a passionate commitment around a common purpose, anything is possible."
- Howard Schultz, Starbucks

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4. What is the plan?

What does it take to go down this path?

“Chance favors the prepared mind.”

- Tony Crescenzo, CEO of IntelliDyne

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Outline the Plan

1. How will you determine what contributions are recognized?
2. How will you track when the criteria for recognition are met?
3. How will you notify award recipients and managers?
4. What awards will be used and what is the fulfillment plan?
5. What will communication and presentation look like: rollout and ongoing?

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5. Is it sustainable?

Can we keep the momentum over time?

“As the CEO, I have to take care of the short term, mid term and the long term.” - Carlos Ghosn, Nissan, Former CEO

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What is required for long-term success?

1. Designate a champion
2. Build a self-sustaining processes
   - Peer recognition
   - Triggered recognition notifications
3. Plan for ongoing communication
4. Communicate progress along the way
5. Build a culture

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6. What is my role?

Am I equipped to succeed?

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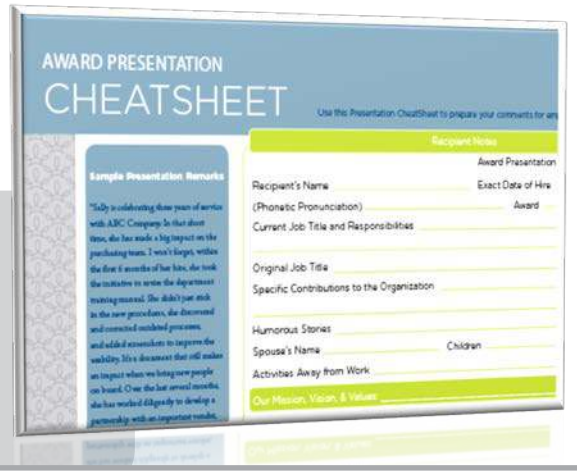
Equipping Leaders for Success



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1. **What to say**
   - Recognition words
   - Presentation cheat sheet
   - Recognition speech tips

2. **When to say it**
   - Employee milestones, significant achievements, or when individuals are praised by peers or customers
     Consider automated managers' notifications for trackable achievements
   - Group meetings
   - Employee gatherings
   - Award presentations

3. **Symbolic and tangible recognition**
   - Certificates
   - Points
   - Discretionary Awards
   - Online recognition history

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7. Can we measure success?

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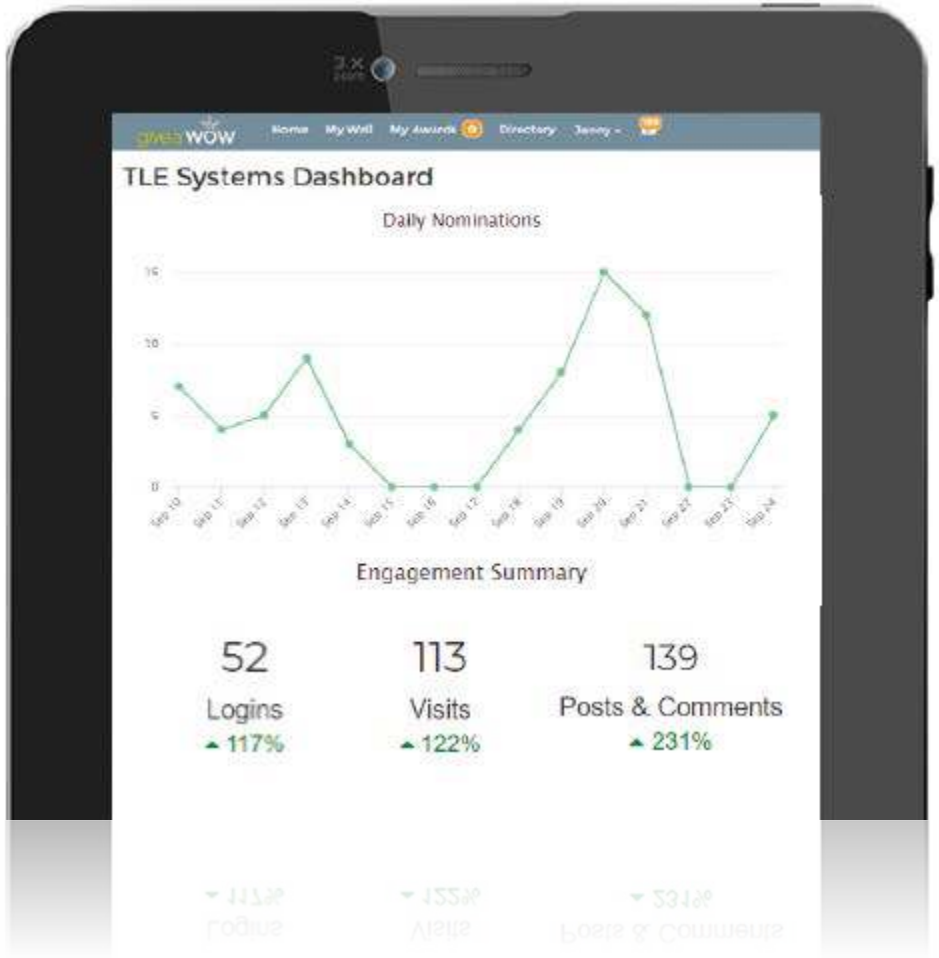
Measuring Performance

- Employee Engagement
- Employee Performance
- Department Engagement
- Department Performance
- Recognition Trending Year over Year
- Turnover rates



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7 Strategies to Engage Your Leaders

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Poll: Which is your greatest challenge?

a) Reinforcing the value
b) Developing the plan
c) Maintaining momentum
d) Equipping leaders
e) Measuring/communicating program performance

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10-Minute Actions Leaders Can Take to Support Recognition

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Recap

- How to Answer the Right Questions
- 7 Strategies to Engage Your Leadership
- 10-Minute Actions Leaders Can Take to Support Recognition

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Questions

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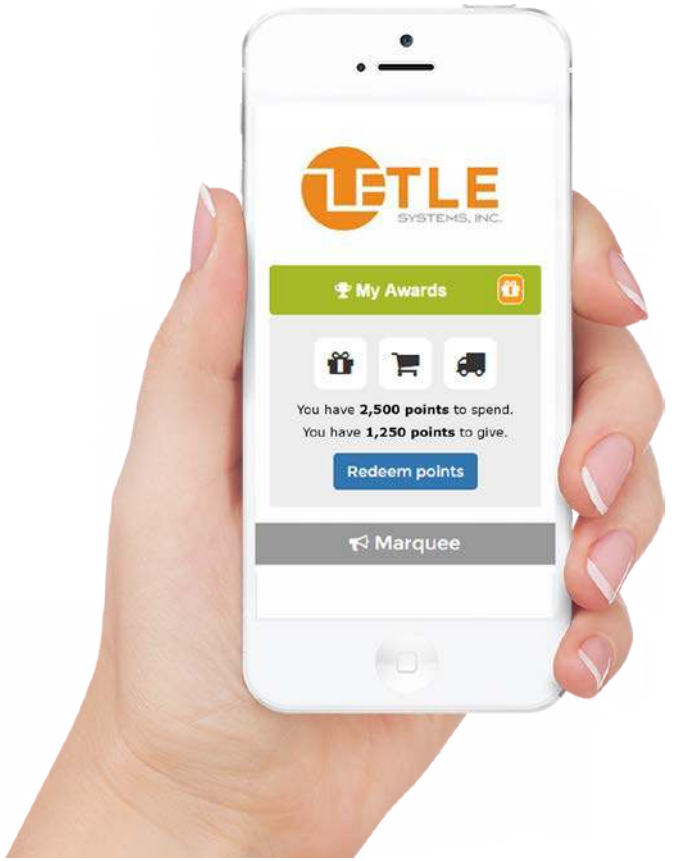
REQUEST A DEMO

Terryberry's 360 Recognition Platform for all things recognition



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- Recognition tips and ideas
- Interactive tools
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