

Creating a WOW Moment

7 tips for effective employee recognition



Mike Byam

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



CHAT IN

Have a question?

Chat in and receive feedback immediately

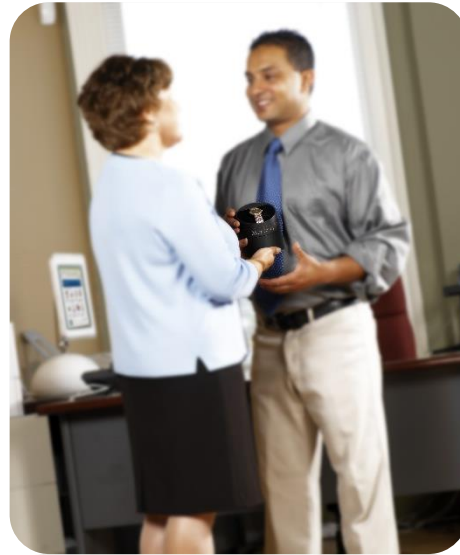


Michelle Nedved

*Recognition Superhero &
Ice Cream Connoisseur*
Grand Rapids, Michigan



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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

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

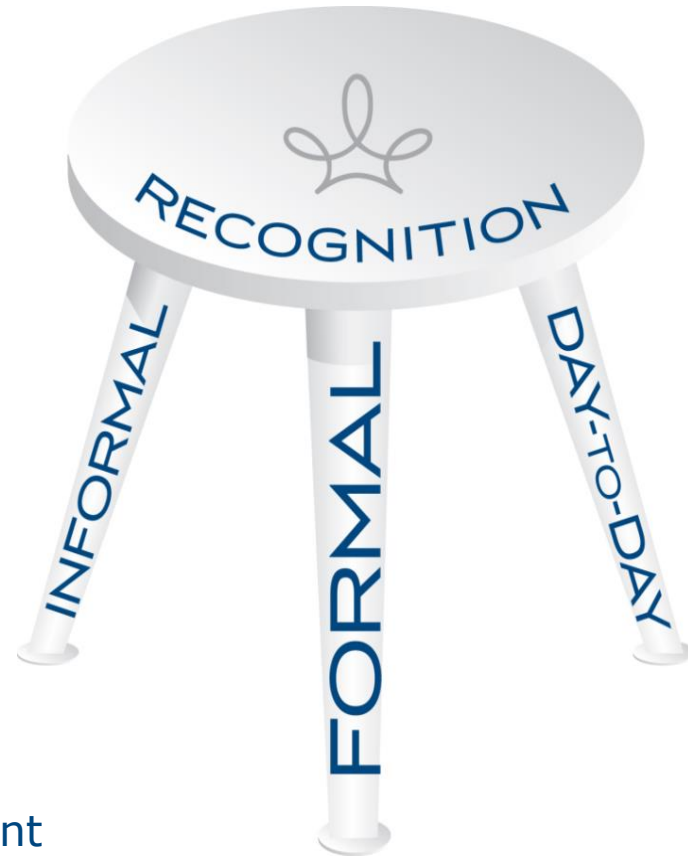
Strategies for Recognition Success



- ☐ 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



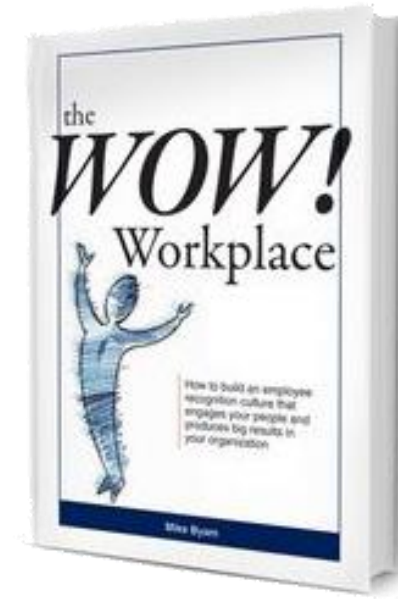
Day-to-Day

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

Formal

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

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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DILBERT on Employee Recognition



The Stars

- ❑ **The person**

- ✓ *personalize the presentation*

- ❑ **Their achievement**

- ✓ *highlight the contribution*



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.

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





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

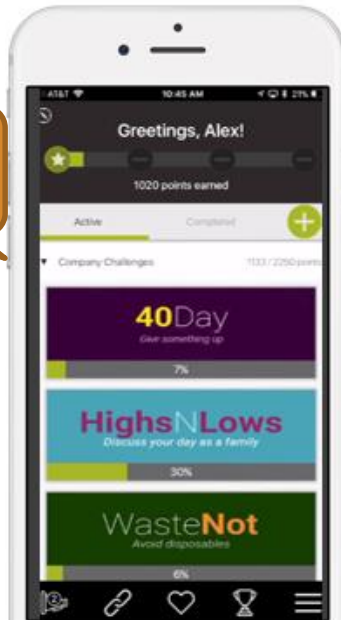
The Symbol

GREEN Recognition

- > Eliminate paper waste with online tools
 - Peer nomination
 - Award Redemption
- > “Green” Award Items



1,020
points
earned



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



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The Statement



- **Prepare Ahead**
- **Comments**

Be specific about:

- The person
- The achievement
- The impact on the organization

A 'Presentation Cheat Sheet' form from Terryberry. It includes a 'Sample Presentation Remarks' section with a paragraph about Sally, a 'Recipients' section with fields for Name, Date of Hire, and Job Title, and a 'Presentation Remarks' section with fields for Organization, Recipient, and Award. The form also includes the Terryberry logo and contact information.

✓ **Tip:** Download the Presentation Cheat Sheet, iRecognize App, Recognition Event Checklist, Certificate Maker & more!
www.terryberry.com/tools

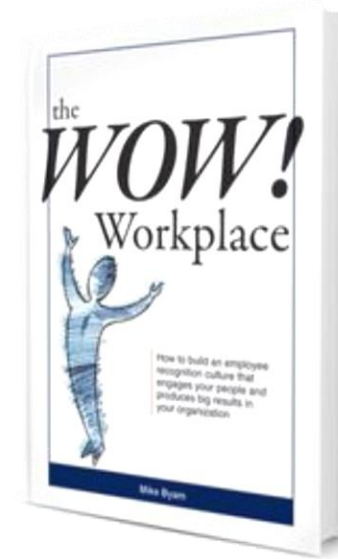


Q&A

with

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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



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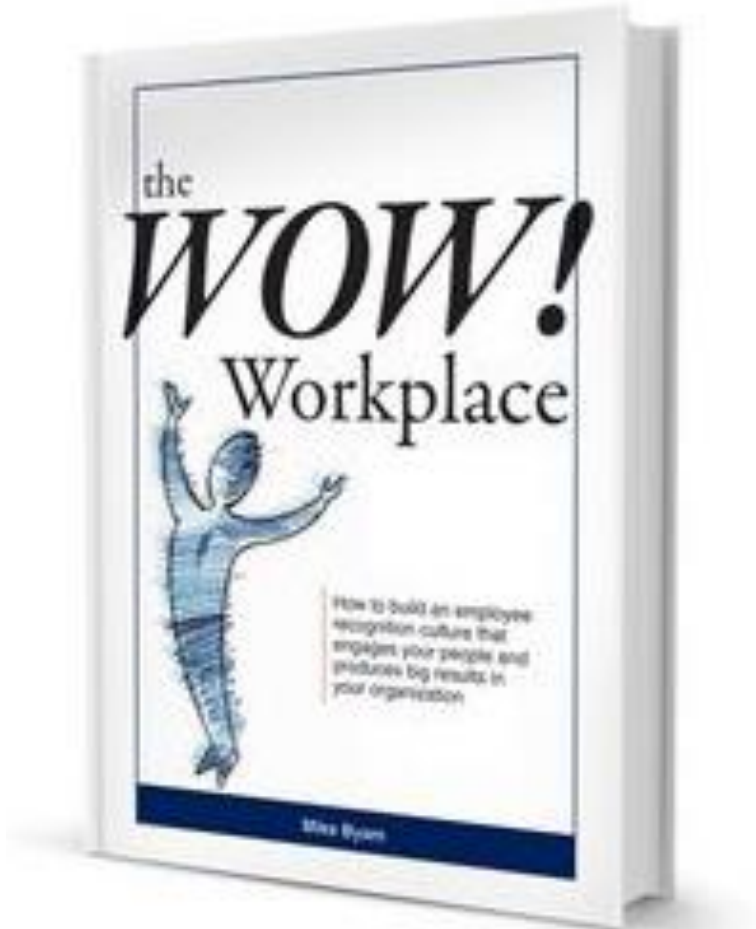


HRCI ORG-PROGRAM:
357941

SHRM Activity ID:
18-6K7UT

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!

www.terryberry.com/the-wow-workplace

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