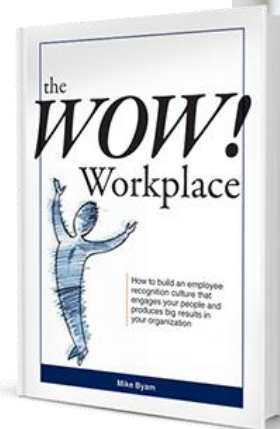
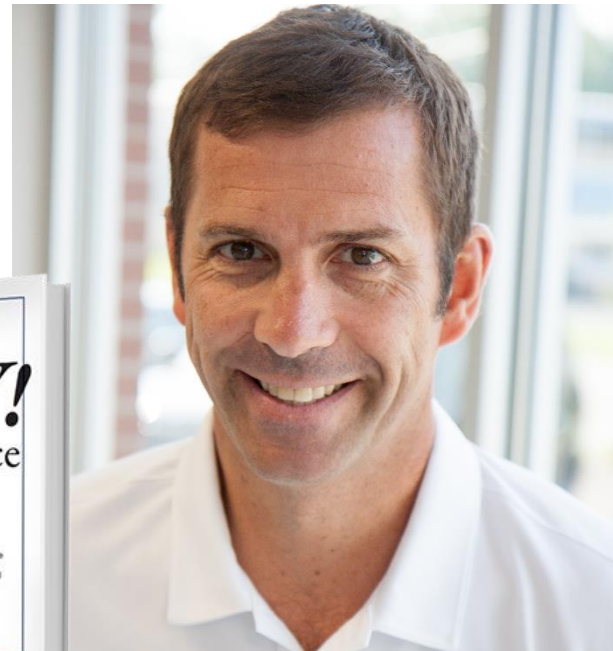


Building a WOW Recognition Culture

Mike Byam

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



Terryberry

CHAT IN

Have a question?

Chat in and receive feedback immediately

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



The U.S. job market is the **best it has been in a decade.**

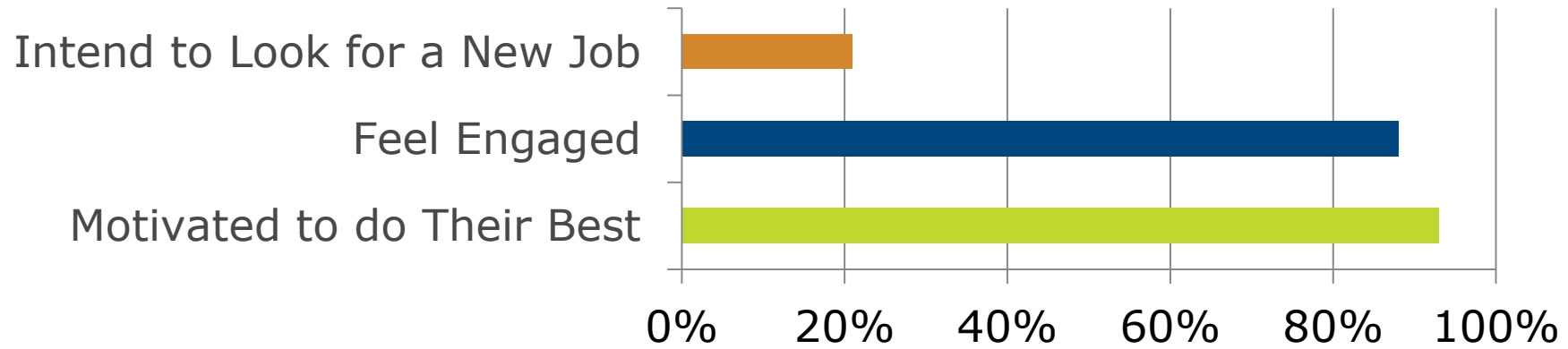
US Unemployment Rate Drops To **16-Year Low**

– Fortune.com

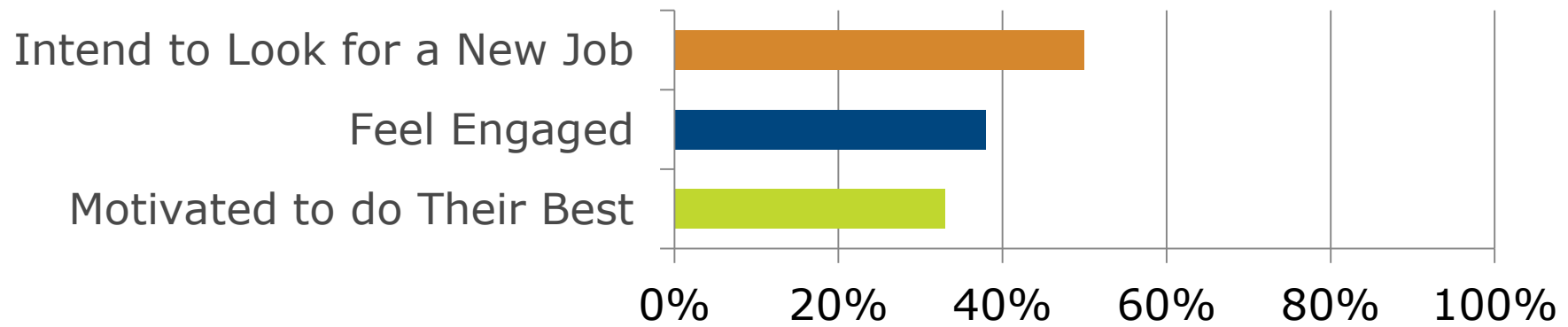
How do you retain talent?



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



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

80%



Senior
Leaders

40%



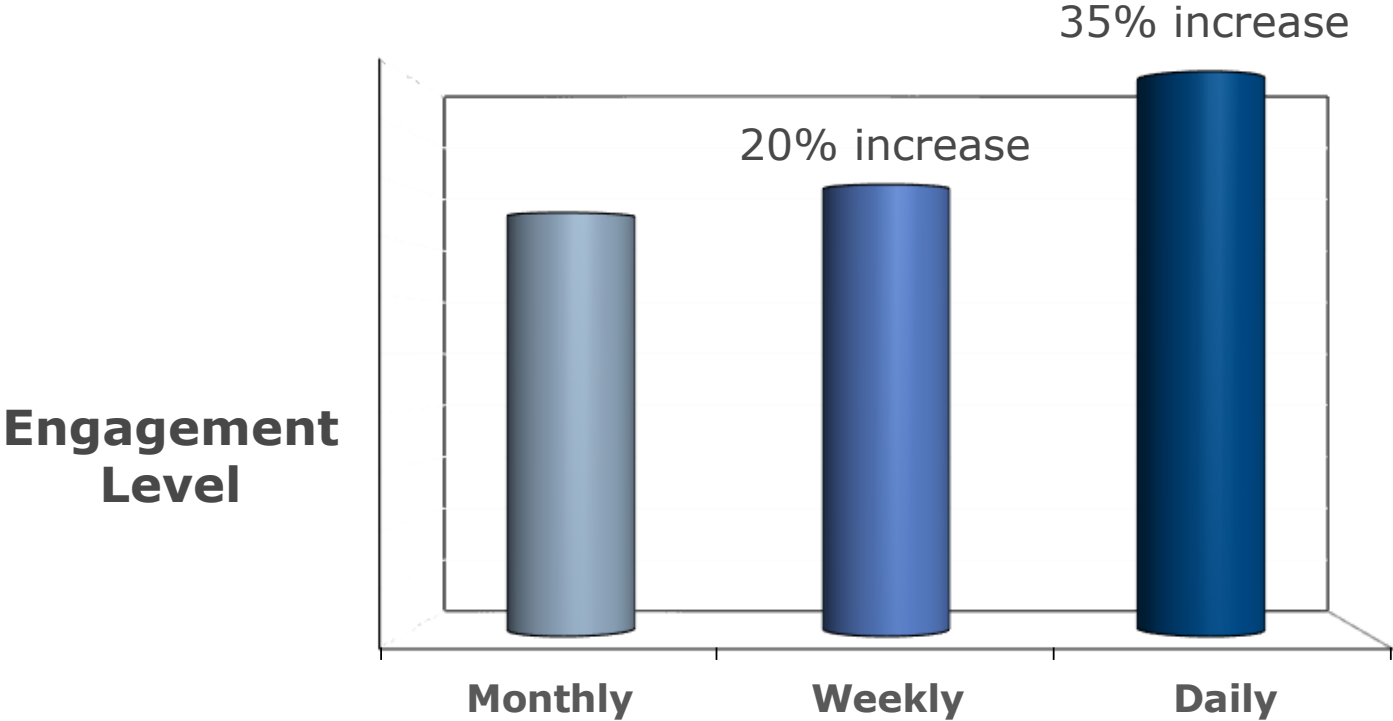
Managers

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

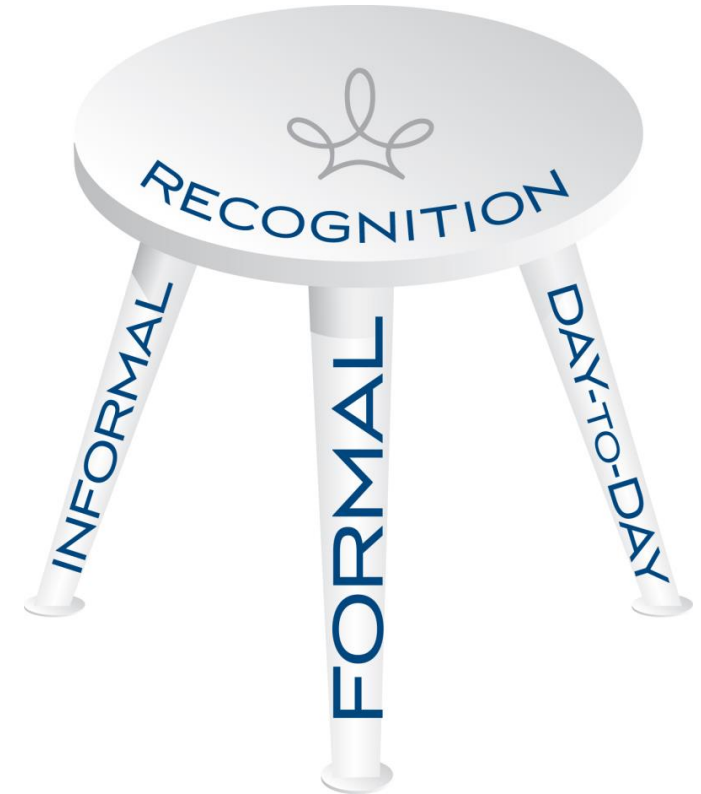
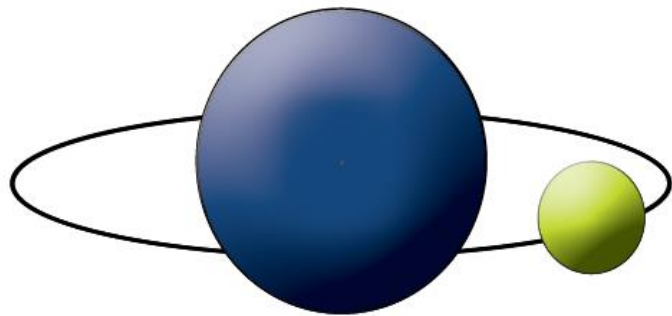
Give a meaningful presentation

4

Marketing your program to employees

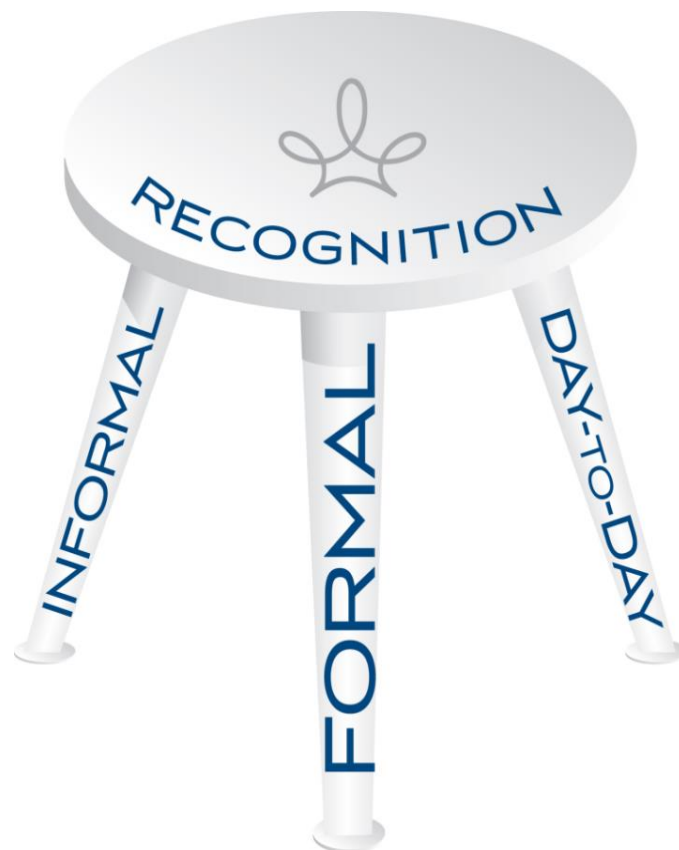
Establish a Recognition Strategy

- 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

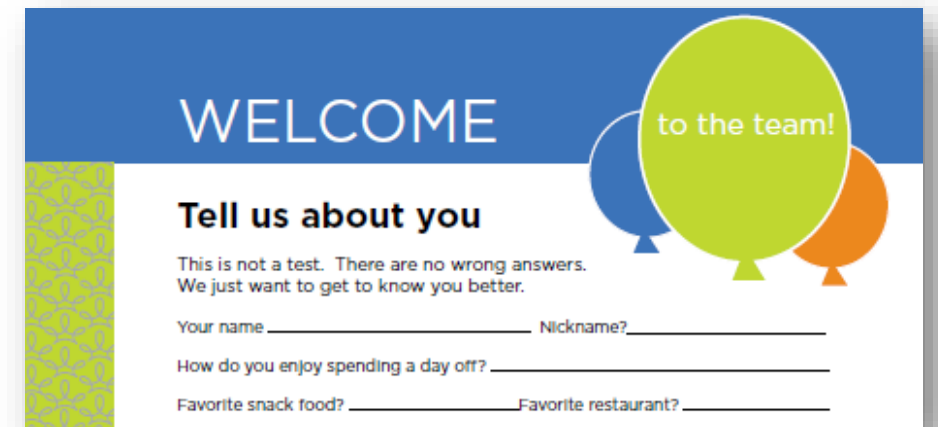
- Structured recognition for defined criteria
- Significant awards for significant achievements



How Do Service Awards Impact Employee Engagement?

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

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



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? _____

Powerful Informal Recognition



Recent trends:

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

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

Free Resource

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

AWARD PRESENTATION CHEATSHEET

Use this Presentation CheatSheet to prepare your comments for an

Recipient Notes

Award Presentation

Recipient's Name _____ Exact Date of Hire _____

(Phonetic Pronunciation) _____ Award _____

Current Job Title and Responsibilities _____

Original Job Title _____

Specific Contributions to the Organization _____

Humorous Stories _____

Spouse's Name _____ Children _____

Activities Away from Work _____

Our Mission, Vision, & Values _____

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 review the department training manual. She didn't just stick to the new procedures, she discovered and corrected outdated processes, and added enhancements to improve the workflow. Her document that still makes an impact when we bring new people on board. Over the last several months, she has worked diligently to develop a partnership with an important vendor,

POLL

Does your organization train managers and leaders on how to recognize employees?

- Yes
- We've considered it
- No

Marketing Plan

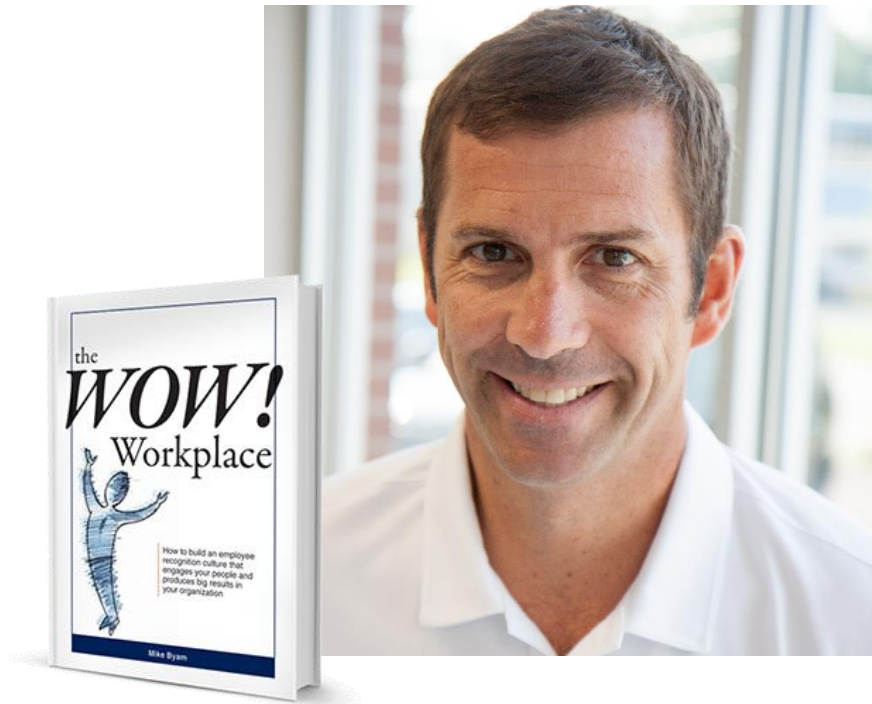
- Objectives
- Channels
- Messaging
- Calendar



Develop a Marketing Plan Annually

Make Recognition a Part of Regular Internal Communications
Newsletters • Staff meetings • Posters • Mailings • Social Strategy

Questions



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

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

CPHR



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Certified Professionals*



HRCI ORG-PROGRAM:
384435

SHRM Activity ID:
19-GPM56



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DEMO

Request a Free Demo of Terryberry's 360 Recognition Platform for all things recognition



www.terryberry.com/demo





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*Most webinars are pre-approved for CPHR, HRCI,
WorldatWork and SHRM recertification credits*



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FREE RESOURCES



- Recognition tips and ideas
- Interactive tools
- Surveys
- & much more!

www.terryberry.com/resources

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

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