

Creating a WOW Moment

7 tips for effective employee recognition



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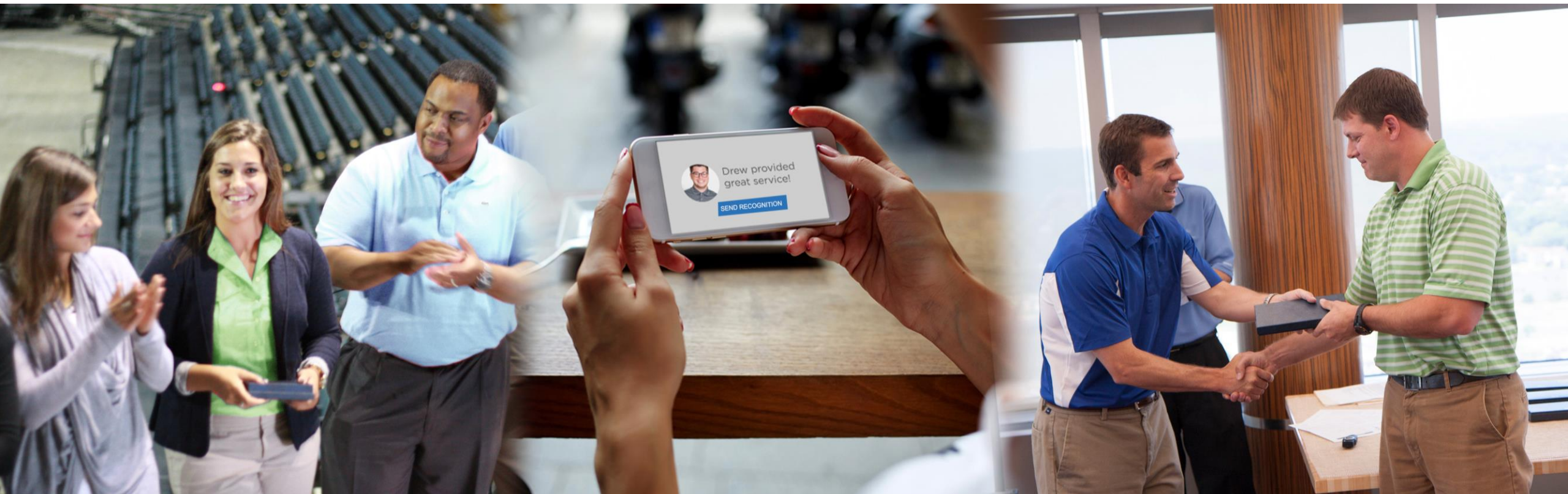
CHAT IN

Have a question?

Chat in and receive feedback immediately



"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

1. Communicate mission, vision, & values

2. Affirm the recipient & their achievement

3. Motivate others

4. Impact workplace culture

5. 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



The Top 7

Strategies for Recognition Success



- The Stars
- The Schedule
- The Supporting Cast
- The Story
- The Setting
- The Symbol
- The Statement





Day-to-Day Recognition

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

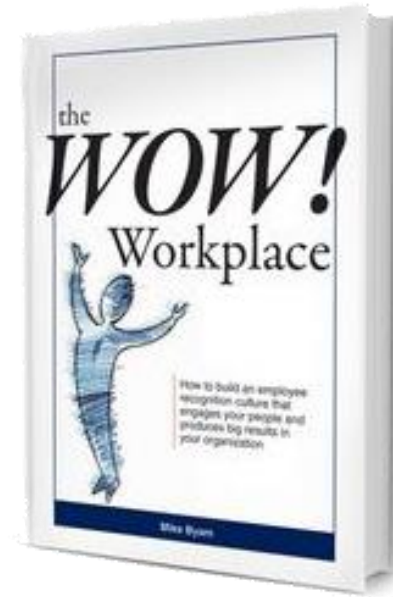
Informal Recognition

- Casual structure
- Peer-to-Peer
- Frequently minimal investment
- Points-based solutions

Formal Recognition

- 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!***

Participate by submitting your question(s) anytime using the chat tool

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:

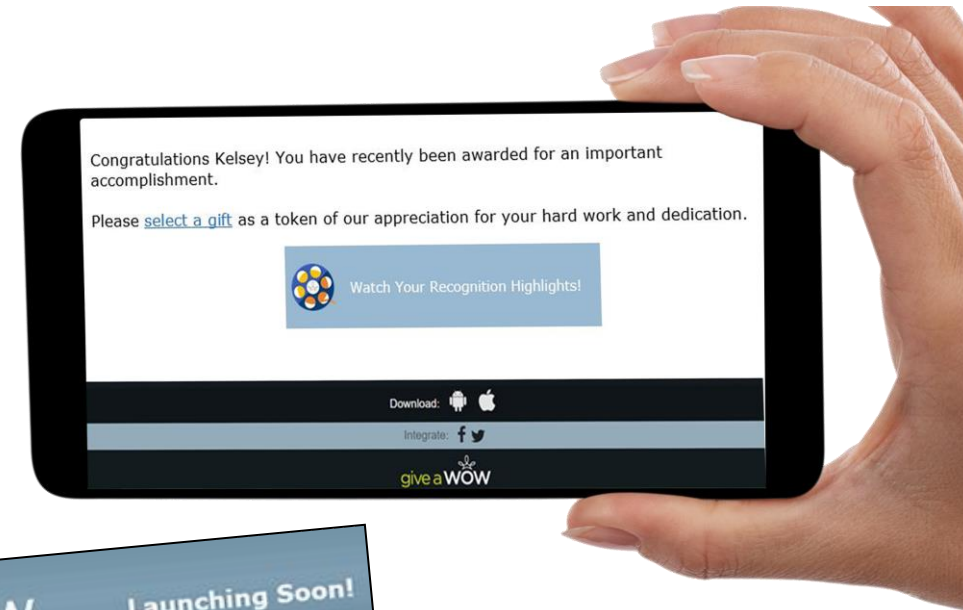
- Co-workers
- Managers
- Department heads
- Supervisors
- Organization heads
- Administrative assistants
- Key clients
- All employees of the organization
- Friends & family
- Former employees



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?*



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The Symbol

Multiply your award investment

Then	Now	Why	Application
Award items lack connection to the company mission	Awards reflect the company mission	Send a consistent message about what your company values.	Implement award options that reflect symbolism of the achievement, and align with corporate values



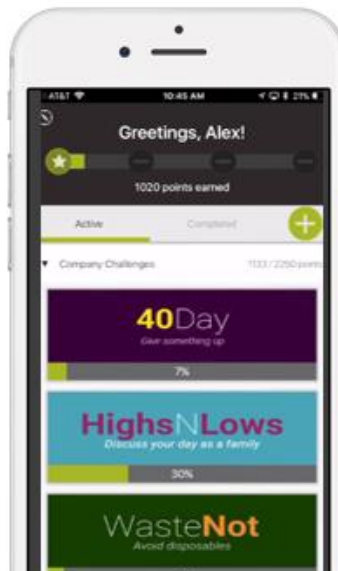
The Symbol

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

The Statement



AWARD PRESENTATION
CHEATSHEET

Use this Presentation CheatSheet to prepare your comments for employee recognition presentations.

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 in the new procedures, she discovered and corrected outdated processes, and added scenarios to improve the stability. It's a document that will make 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, and we feel that this new relationship is going to help put us in a better position to serve our most loyal customers. I've been really impressed with the way that Sally proactively handled this project. Thank you and congratulations Sally!"

Recipient's Name _____ Exact Date of Hire _____
(Phonetic Pronunciation) _____ Award _____
Current Job Title and Responsibilities _____
Original Job Title _____
Specific Contributions to the Company _____
Humorous Stories _____
Spouse's Name _____ Children _____
Activities Away from Work _____

Presentation Remarks

Organization _____
Recipient _____
Award _____

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- **Be prepared**

- **Comments**

Be specific about:

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

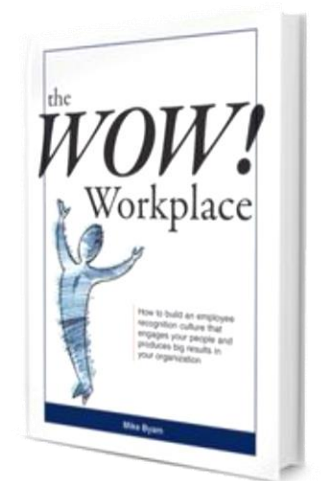
✓ **Tip:** Download the Presentation Cheat Sheet, iRecognize App, Recognition Event Checklist, Certificate Maker & more!

www.terryberry.com/resources

Questions



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