Creating a WOW Moment
7 tips for effective employee recognition

Mike Byam
Author of *The WOW! Workplace*
Managing Partner, Terryberry
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
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
CONGRATULATIONS ON 20 YEARS OF SERVICE. HERE'S A PEN WITH THE COMPANY'S LOGO.

I HAVE ONE JUST LIKE IT. AT LEAST I THINK THIS ONE IS MINE. I MIGHT HAVE GOTTEN THEM MIXED UP.

WHICH ONE LOOKS LIKE IT SPENT THE LEAST TIME IN MY EAR?
## The Stars

<table>
<thead>
<tr>
<th>The Person</th>
<th>Their Achievement</th>
</tr>
</thead>
<tbody>
<tr>
<td>personalize the presentation</td>
<td>highlight the contribution</td>
</tr>
</tbody>
</table>

Looking for other employee recognition ideas? [www.terryberry.com/resources](http://www.terryberry.com/resources)
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?
### The Symbol

*Multiply your award investment*

<table>
<thead>
<tr>
<th>Then</th>
<th>Now</th>
<th>Why</th>
<th>Application</th>
</tr>
</thead>
<tbody>
<tr>
<td>Award items lack connection to the company mission</td>
<td>Awards reflect the company mission</td>
<td>Send a consistent message about what your company values.</td>
<td>Implement award options that reflect symbolism of the achievement, and align with corporate values</td>
</tr>
</tbody>
</table>
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

• 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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Author of The WOW! Workplace
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Employee Recognition Training
for managers, leaders, and etc.

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