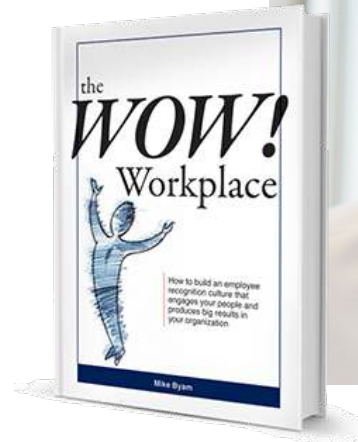
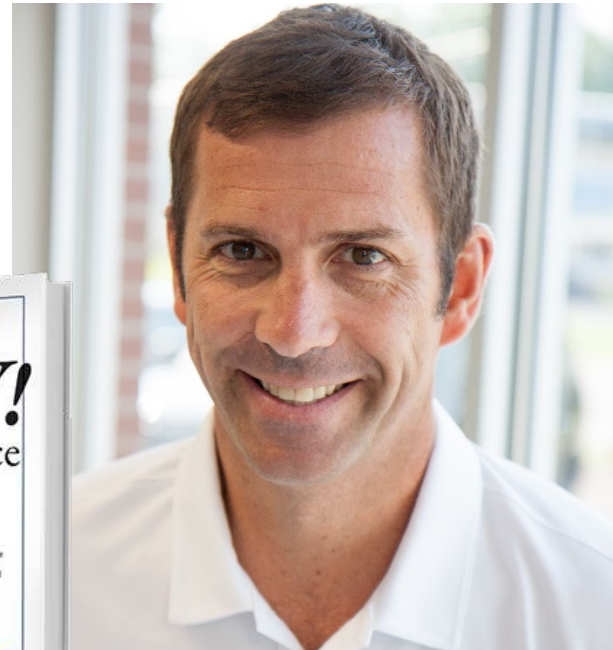


Building a WOW Recognition Culture

Mike Byam

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



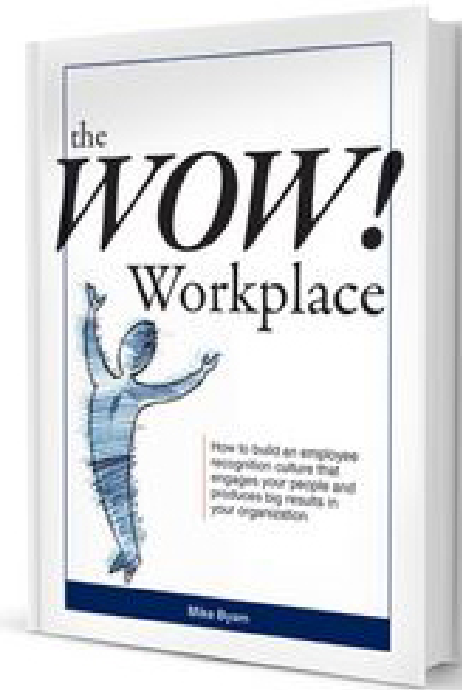
CHAT IN

Have a question?

Chat in and receive feedback immediately

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!***

Submit your questions any time for your chance to win!

Learning Objectives

1

Reinforce Value of Employee Recognition

- Why your business needs a culture of recognition more than ever

2

Best practices for an effective recognition program

- Adjusting your employee recognition strategies to meet all employees needs



CHAT IN



Q: What are you doing different *today* to recognize your employees compared to pre-COVID?

Pre-COVID

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.

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

80%



Senior
Leaders

40%



Managers

22%



Individual
Contributors

How is employee recognition impacted by the pandemic?

During these unprecedented times, do you feel that employee recognition has...

Multiple choice with single answer

90.28 %

More Impact

9.72 %

Same Impact

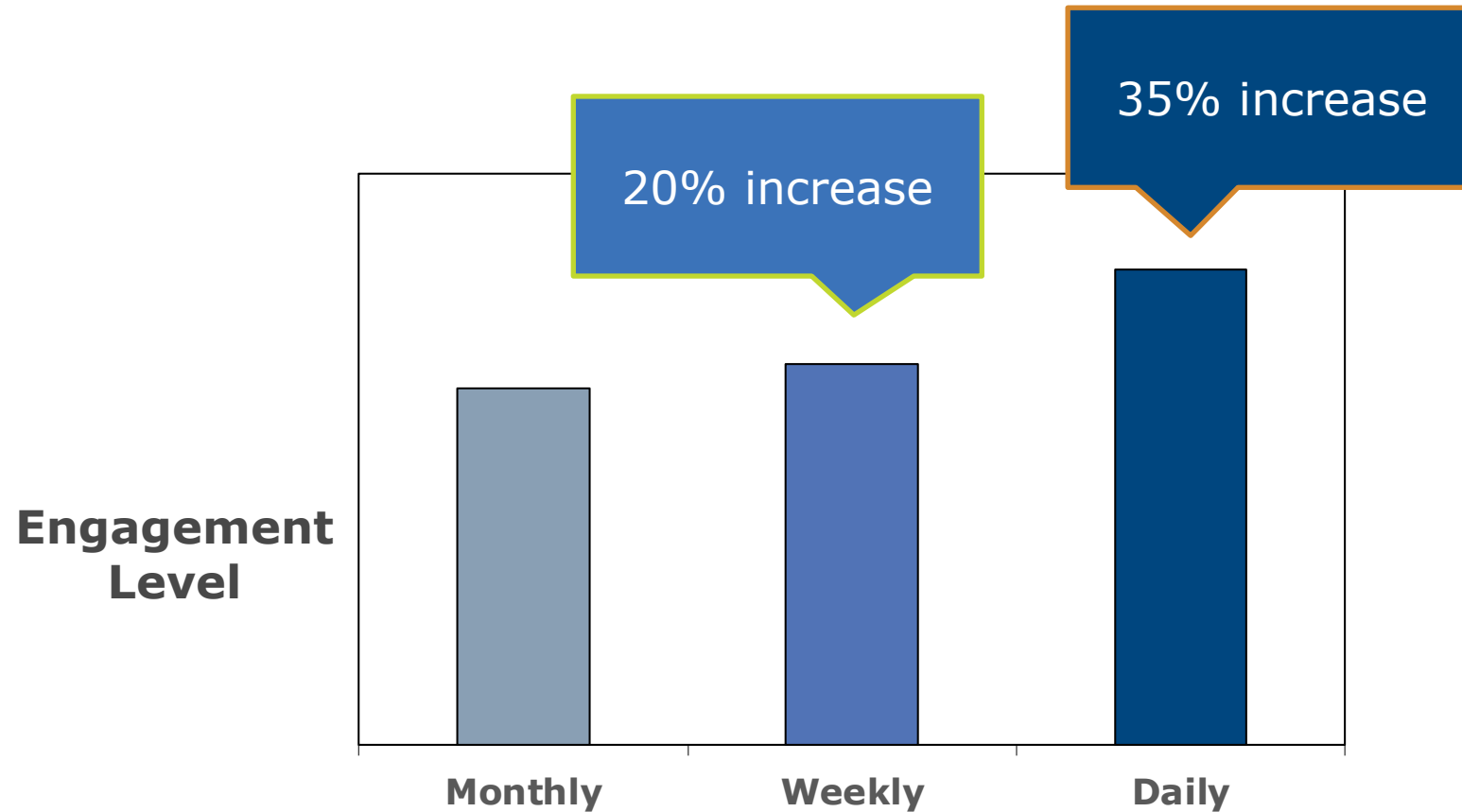
How is employee recognition impacted by the pandemic?

During these unprecedented times, do you feel that recognizing your employees has been...

Multiple choice with single answer

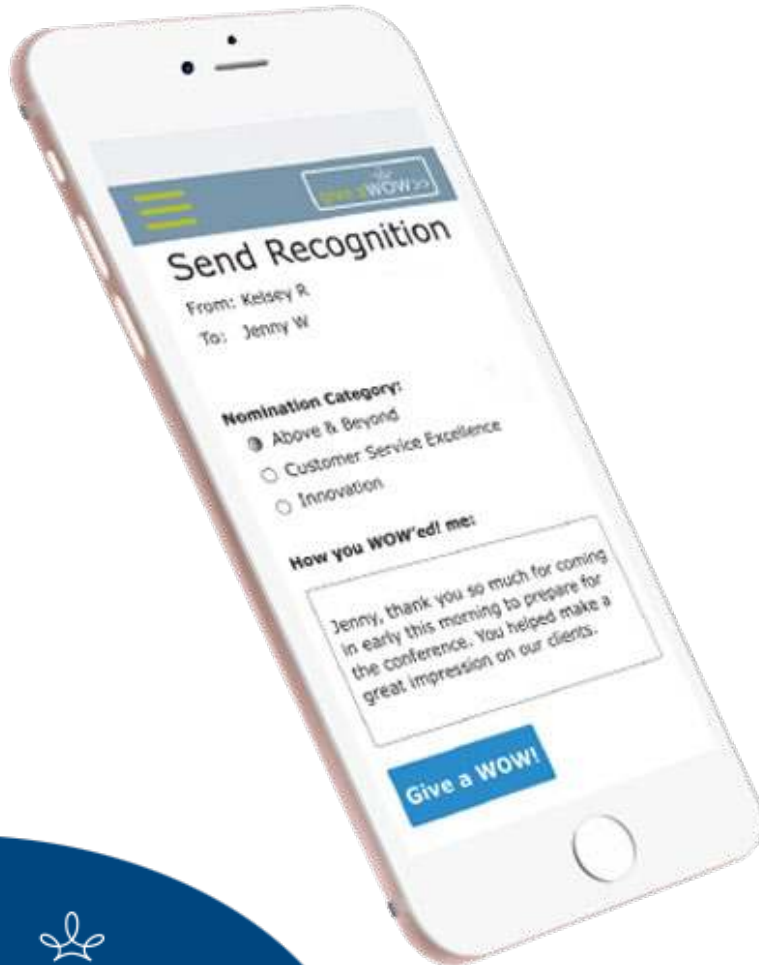


The Frequency of Recognition has a Significant Impact on Employee Engagement



Daily Telegraph, Findings of David Brown, Director of Hewitt Associates

Recognition is the best way to **encourage and connect your employees**



Current Workplace Trends Require Leaders to **ADAPT**



- ☐ Remote employees
- ☐ Be human
- ☐ Be proactive

1 in 3 employees will quit "if WFH ends," according to a new survey



by **R. Dallan Adams** in **CXO**
on April 5, 2021, 9:20 AM PST

Turns out, the new office could have a lot of empty desks if employers force employees back to work after the great work from home experiment of 2020 winds down.



Human Resource
Executive



CORONAVIRUS

HR TECHNOLOGY

EMPLOYEE BENEFITS

TALENT MANAGEMENT

HR LEADERSHIP

LEARNING AND
DEVELOPMENT

Nearly half of workers might leave their jobs post-pandemic

Employees want flexible workplace options and they're willing to quit to get them, according to new research.

By: **Elizabeth Clarke** | March 16, 2021 - 2 min read

Topics: Company culture | Coronavirus | Employee Benefits | Employment | Engagement | HR Leadership | Mental health & benefits | Performance Management | Remote work | Retention | Talent Acquisition | Talent Management | Top Stories | Top Stories | Work/Family



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4 things that might explain the labor shortage hitting the reopening American economy

Ayelet Sheffey Apr 16, 2021, 2:38 PM

69NEWS

WFMZ-TV

Save 10% online

Dog Food

Dog Toys

Dog Treats

Dog Supplies

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Empty tables s

York City. Sper

US faces shortage of manufacturing employees

Justin Backover May 4, 2021 Updated May 5, 2021

PREV

MANUFACTURING

SAVE 50% OFF WINTER LAY SERVICE*

CALL FOR DETAILS. RESTRICTIONS MAY APPLY.

TRUGREEN

Dow 30

0.03% 10.0

Unemployment Is High. Why Are Businesses Struggling to Hire?

Health concerns, expanded jobless benefits and still being needed at home are among the reasons would-be workers might be staying away.

744

The Economist

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Finance & economics

May 1st 2021 edition >

Help wanted

Why are American workers becoming harder to find?

Labour shortages are rising even though unemployment remains high

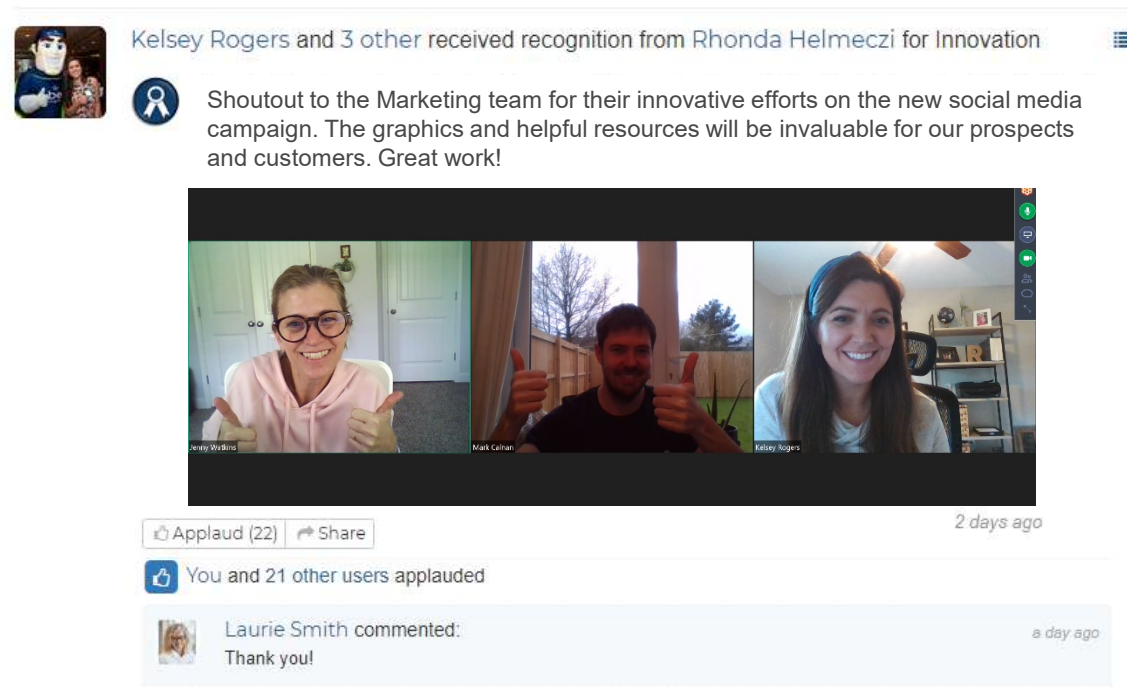
McDonald's

OVER 100 BILLION SERVED

WORK HERE \$15 AND FREE MEALS

Maintaining Your Workplace **Community**

- **Strategic social tools** help maintain a sense of purpose and community for employees that are feeling disconnected.
- **Recognition for remote employees.** Replicate or replace offline recognition habits with an equally personal online substitute. Make it fun. Make it inviting.
 - Connect it with the people that are onsite.



Demonstrate **Commitment** to Your People

- Be on the lookout for **every opportunity** to demonstrate your appreciation for their commitment to your organization.
- **Challenge your leadership to step up** in celebrating the accomplishments and achievements of employees' hard work.
- **Encourage innovative ideas** and recognize/ reward.



Prioritize **Communication**

- **Leverage your recognition programs'** communication tools for important company updates.
- **Send ecards** for personal and professional milestones – birthdays, get well, service anniversaries and more.



Communicate
Important
Announcements

532% More Recognition Moments

Any single recognition moment is ***amplified*** by **5.32** unique reactions as a result of applause and comments by co-workers.





Best Practices for an Effective Recognition Program



Connecting recognition to your purpose is more meaningful than ever.



Establish a Recognition Strategy

- ☐ Align with business goals
- ☐ Gain leadership support
- ☐ Address the 3 tiers of recognition



Think of
recognition as a 3
legged stool

Day-to-Day Recognition

frequent, consistent, person-to-person



- ☐ Be human
- ☐ Peer/Social recognition
- ☐ Leverage technology



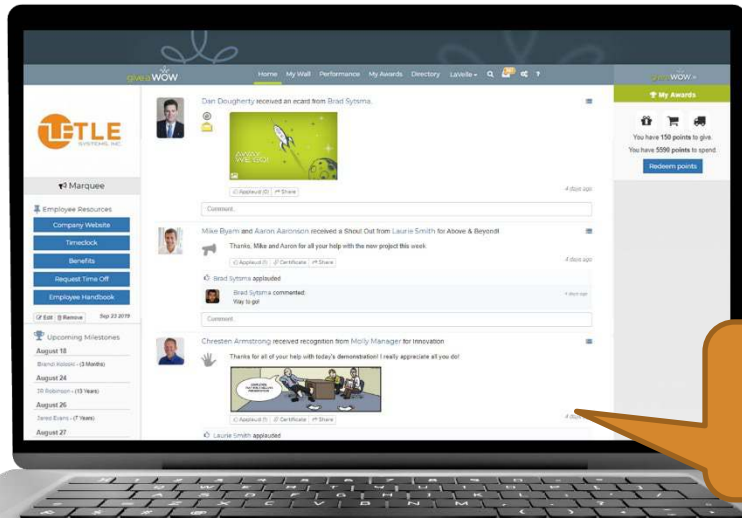
Informal Recognition

structured, measurable, with defined criteria



"Great work!"

- ☐ Above & Beyond/ Spot Recognition
- ☐ Points-based recognition for incremental goals (*performance, wellness, safety*)
- ☐ Leverage technology



Brad Sytsma received points for Wellness



Polaroid Camera Kit.

Points 4888

[Product Details](#)

Formal Recognition

Structured recognition and awards for significant milestones or major accomplishments.

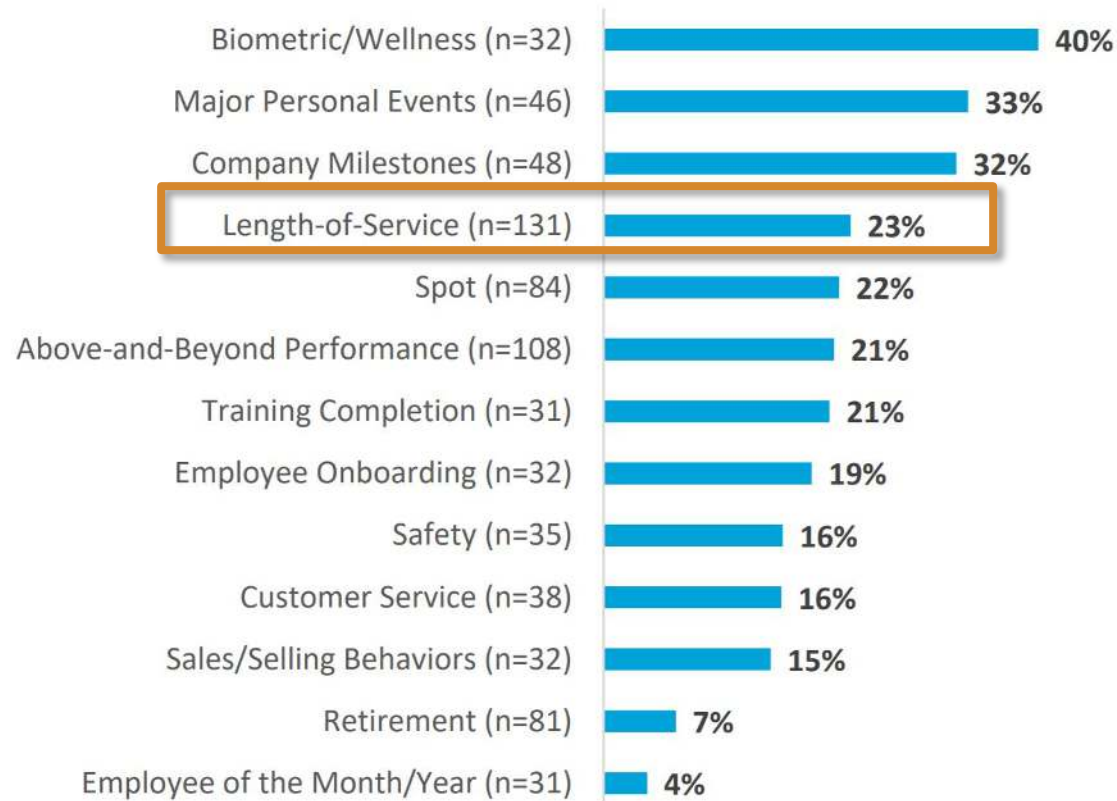


- ☐ Pinnacle Achievements
- ☐ Service Awards/ Career Milestones
- ☐ Opportunities to Engage Newer Employees
- ☐ Leverage Technology



Recognition programs that reach the highest proportion of the workforce

Percentage of Employees Recognized in Last 12 Months



Formal Recognition

Structured recognition and awards for significant milestones or major accomplishments.



- ☐ Pinnacle Achievements
- ☐ Service Awards/ Career Milestones
- ☐ Opportunities to Engage Newer Employees
- ☐ Leverage Technology



Need more ideas?
Download the free eBook
www.terryberry.com/ebook



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



Giving Meaningful Recognition

Timely

Specific

Aligned with core values

Need more ideas?
Download the free eBook
www.terryberry.com/ebook



POLL

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

- ☐ Yes
- ☐ We've considered it
- ☐ No

Communication Plan

- ☐ Objectives
- ☐ Channels
- ☐ Messaging
- ☐ Calendar



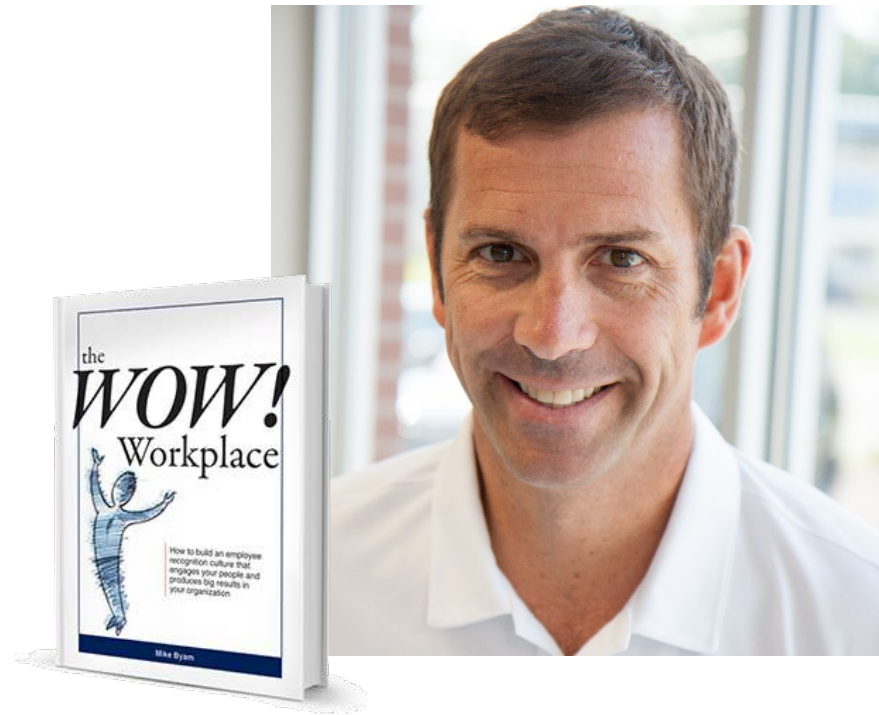
Review Your Communication Plan Annually

Make Recognition a Part of Regular Internal Communications

Newsletters • Staff meetings • Posters • Zoom • Social Strategy



Questions



Mike Byam

Author of *The WOW! Workplace*
Managing Partner, Terryberry
mbyam@terryberry.com

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



360 Recognition Platform

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