



# Gaining Leadership Support for Employee Recognition



**Mike Byam**  
Chairman of the Board,  
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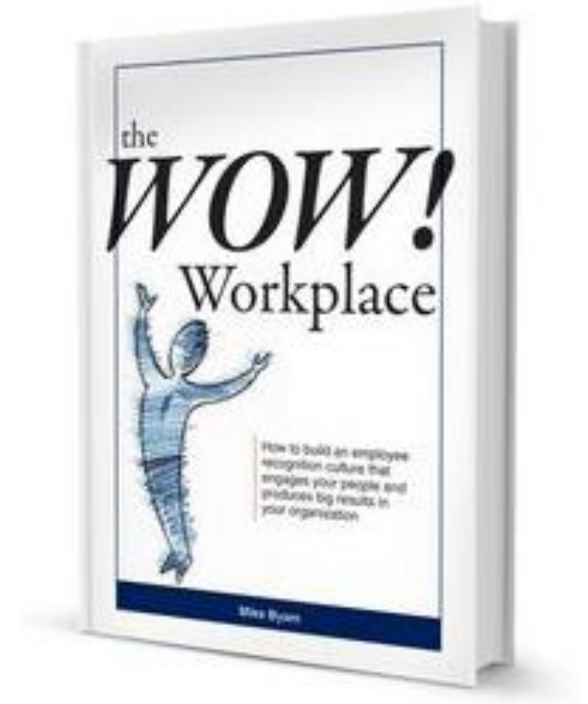
**CHAT IN**

**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!***

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.

# Agenda

- What is Your CEO Thinking?
- What is Your Response?
- 7 Strategies to Engage Your Leadership
- 10-Minute Actions Leaders Can Take to Support Recognition

# Poll

## Which best describes your goals?

- ☐ Executive buy-in to start a recognition program
- ☐ Executive buy-in to expand our recognition programs
- ☐ Greater management support/participation in our existing program
- ☐ All the above

**So, You Want to Start An Employee Recognition Program...**





What You're Thinking...



What HR is Thinking...



What Finance is Thinking



What is Leadership Thinking?






# 1. Is it important?

*Will this have a significant impact on our business?*

*"The question I ask myself like almost every day is, 'Am I doing the most important thing I could be doing?'... Unless I feel like I'm working on the most important problem that I can help with, then I'm not going to feel good about how I'm spending my time." - Mark Zuckerberg, CEO of Facebook*





Your organization's success  
hinges on contributions of a  
**high-functioning team.**



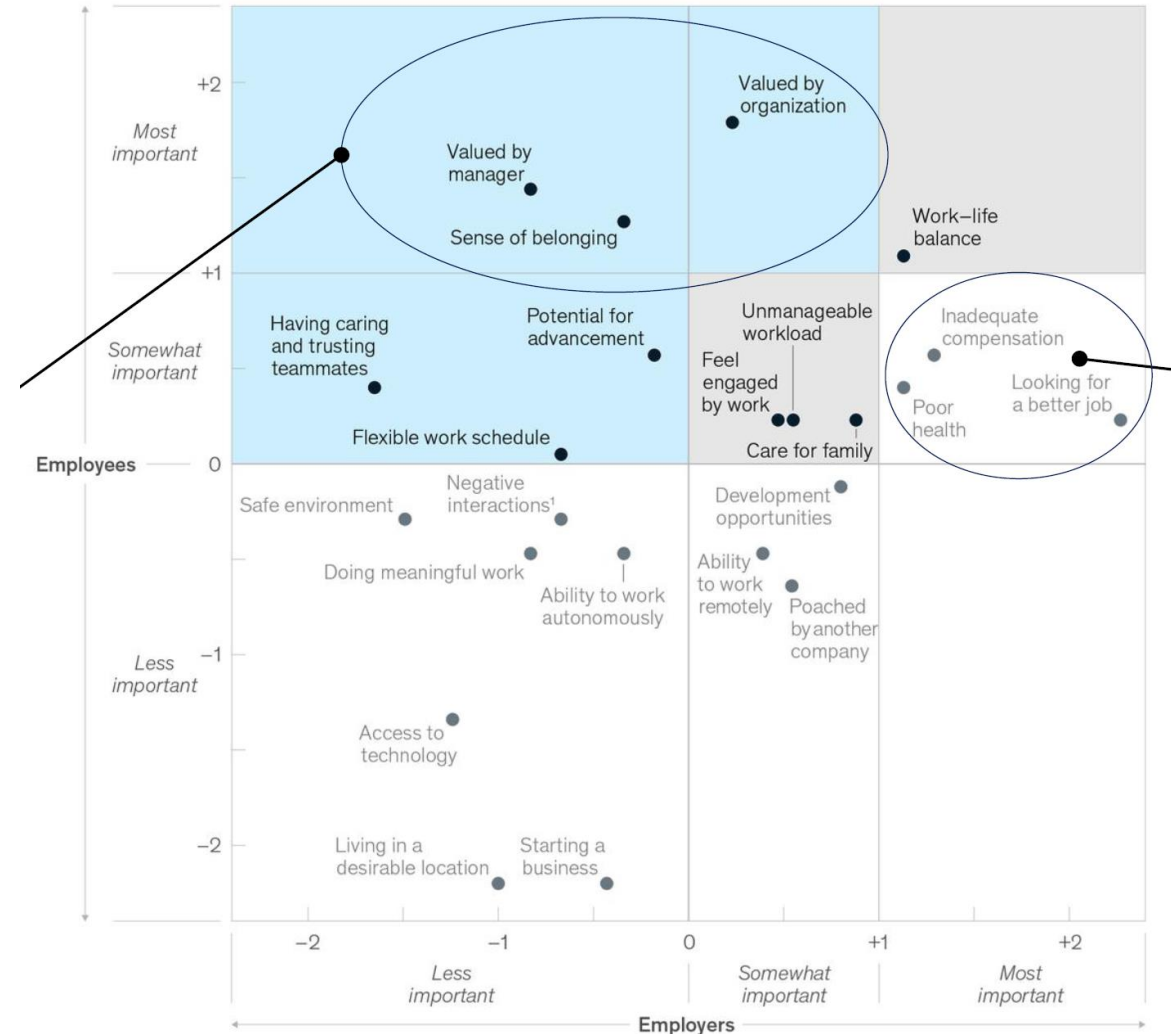
*"Why do they need recognition?  
We pay them, don't we?"*

Compensation alone doesn't **keep talent.**

# The Great Resignation

What employees value: disconnect between why employees are leaving and why employers think they are leaving

**Employees:** placing most value on *sense of belonging* and *feeling valued by managers and the organization*



**Employers:** projecting reasons for leaving due to *compensation, alternative jobs, or poor health*

# Poll

**Has your organization been impacted  
by the Great Resignation?**

- ☐ Yes, significantly
- ☐ Somewhat
- ☐ A little bit
- ☐ I see it on the horizon



# 79%

of employees who quit  
cite **lack of appreciation**  
as the reason. [-Forbes](#)

**Employee Recognition is Not Optional.**

# 94%

of employees with **high morale**  
say their managers effectively  
recognize them. [-Forbes](#)



60% of **Best-in-Class organizations**  
stress the impact of employee recognition on  
performance. [-Aberdeen Group](#)

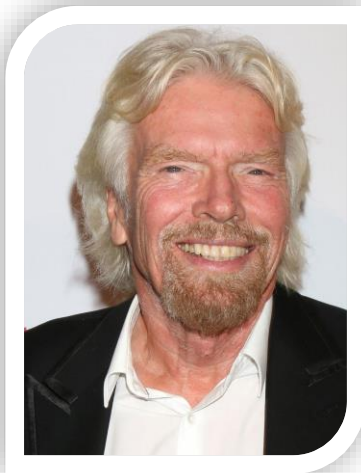




# Is it important?

What Other CEO's Say...

*"Talent is the No. 1 priority for a CEO. You think it's about vision and strategy, but you have to get the right people first." - Andrea Jung, Grameen America*



*"Clients do not come first.  
Employees come first. If you take  
care of your employees, they will  
take care of the clients."*

- Richard Branson - founder of The Virgin Group

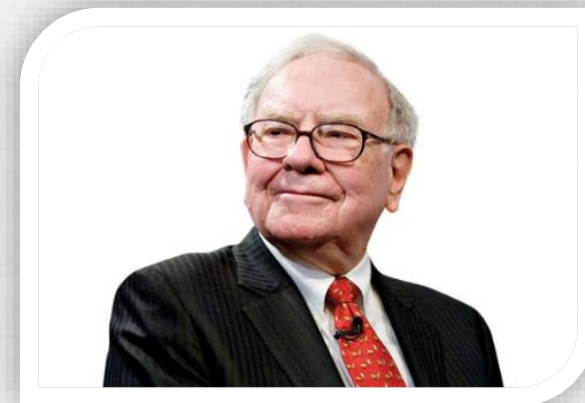





## 2. Does it Make Financial Sense?

*"Rule No. 1: Never lose money;  
Rule No. 2: Don't forget Rule No. 1."*

- Warren Buffett



A woman with glasses and a dark sleeveless top stands in front of a large whiteboard, gesturing with her left hand. She is holding a small object in her right hand. The whiteboard is mounted on a brick wall. In the foreground, the backs of several audience members' heads are visible. The whiteboard contains handwritten text in a cursive font.

*Organizations with high  
employee engagement have...*

*13% less turnover*

*44% higher profits*

*50% higher customer satisfaction*

**The #1 Driver of Engagement is Recognition.**



Organizations with strategic recognition programs have **23.4% lower turnover** than those without.

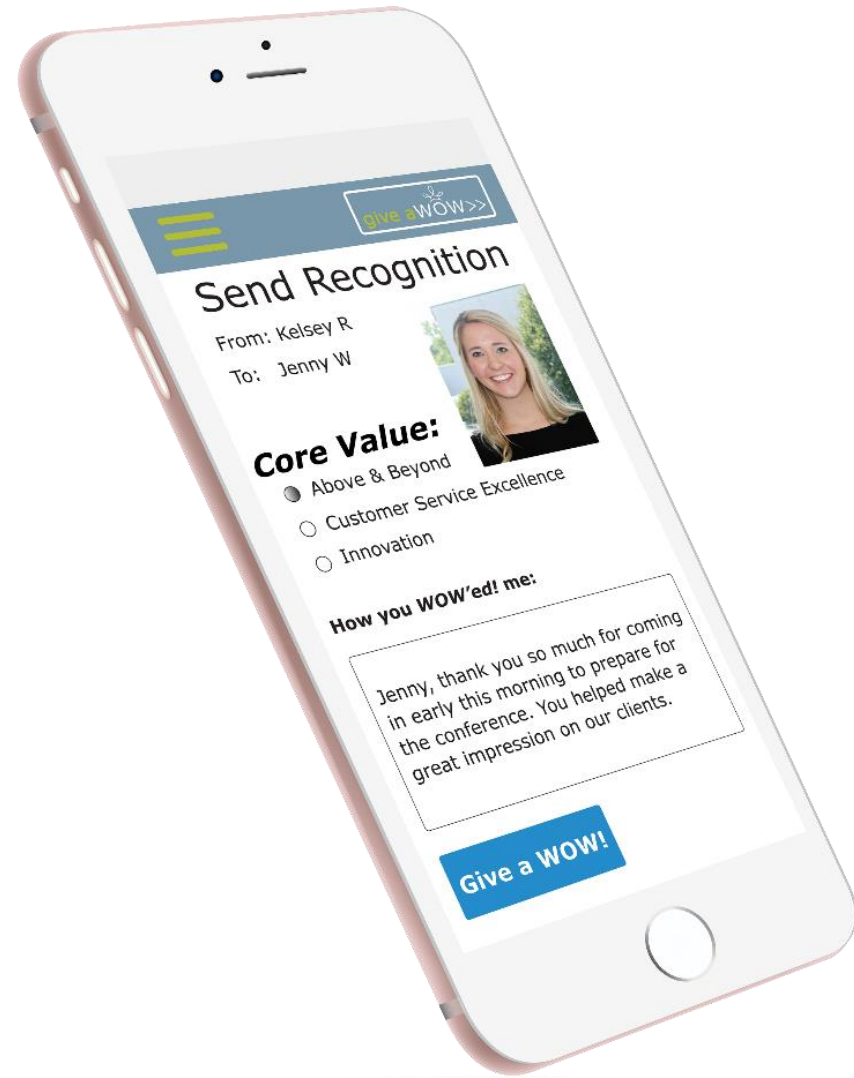


### 3. Will it help us advance our mission?

*"Just as people cannot live without eating, so a business cannot live without profits. But most people don't live to eat, and neither must businesses live just to make profits."*

*- John Mackey, Whole Foods*



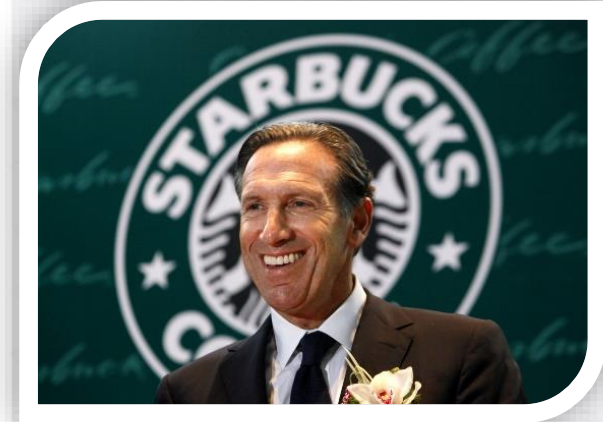


## Build Recognition Around **Mission, Vision and Values**

# Recognition Aligns Employees with a Shared Mission

*"When you're surrounded by people who share a passionate commitment around a common purpose, anything is possible."*

*- Howard Schultz, Former CEO of Starbucks*





## 4. What is the plan?

*What does it take to go down this path?*

*"Chance favors the prepared mind."*

- Louis Pasteur, Scientist  
*(quoted by many CEOs)*



# Outline the Plan



How will you determine what contributions are recognized?



How will you track when the criteria for recognition are met?



How will you notify award recipients and managers?



What awards will be used and what is the fulfillment plan?



What will communication and presentation look like: rollout and ongoing?



## 5. Is it sustainable?

*Can we keep the momentum over time?*

*"Anything that is measured and watched, improves."*

*- Bob Parsons, founder and former CEO of GoDaddy*



# What is required for long-term success?



**Designate a champion**



**Build a self-sustaining processes**

- Peer recognition
- Triggered recognition notifications



**Plan for ongoing communication**



**Communicate progress along the way**



**Build a culture**



## 6. What is my role?

*Am I equipped to succeed?*



# Impact on Remote Employees

**3x more engaged** when receiving feedback from their manager a few times every month.

Weekly conversations with their manager = **3x more motivated** to do outstanding work.

- [Gallup](#)



# Equipping Leaders for Success

## Award Presentation Cheat Sheet.

Recipient Notes	
Recipient's Name _____	Award Presentation Date _____
(Phonetic Pronunciation) _____	Exact Date of Hire _____
Current Job Title and Responsibilities _____	Award _____
Original Job Title _____	
Specific Contributions to the Organization _____	
Humorous Stories _____	
Spouse's Name _____	Children _____
Activities Away from Work _____	
Our Mission, Vision, & Values:	
About the Award _____	
About the Recipient _____	
Specific contributions & how they support the organization's 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 revise the department training manual. She didn't just stick to the new procedures, she discovered and corrected outdated processes, and added screenshots to improve the usability. It's a 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 west coast customers. I've been really impressed with the way that Sally proactively handled this project. Thank you and congratulations Sally."

## 1. What to say

- Recognition words
- Presentation cheat sheet
- Recognition speech tips

## 2. When to say it

- Employee milestones, significant achievements, or when individuals are praised by peers or customers  
*Consider automated managers' notifications for trackable achievements*
- Group meetings
- Employee gatherings
- Award presentations

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## 3. Symbolic and tangible recognition

- Certificates
- Points
- Discretionary Awards
- Online recognition history

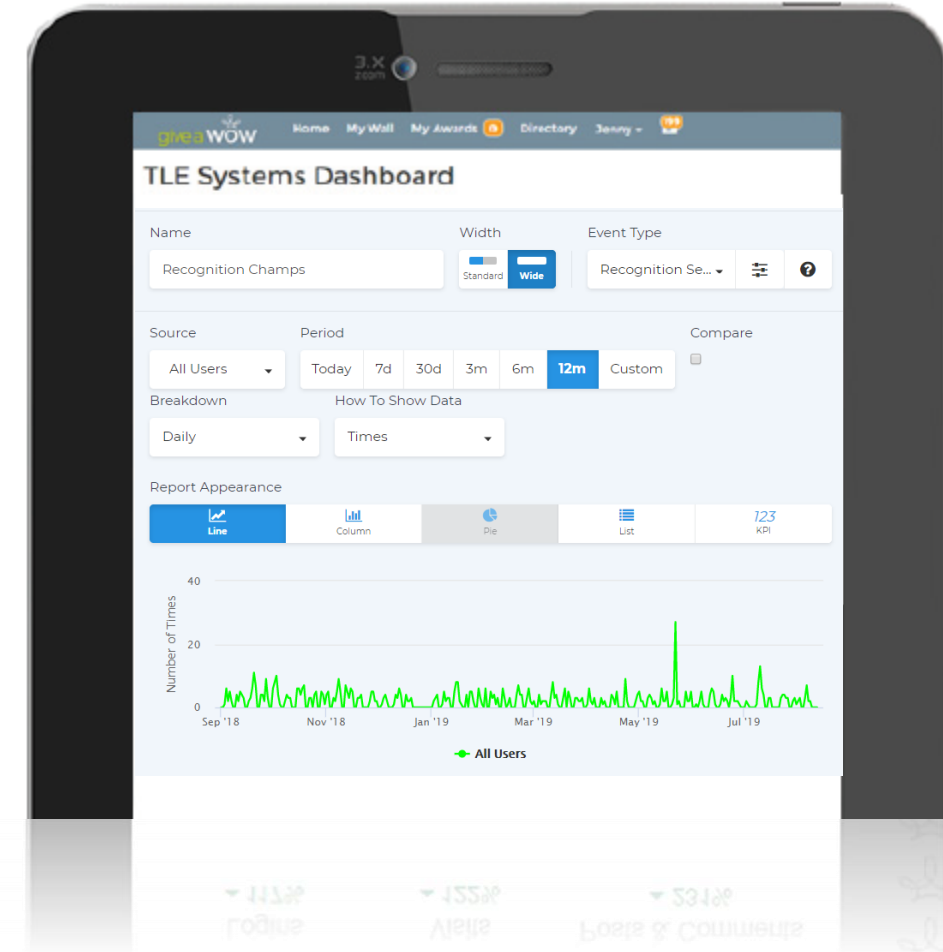


## 7. Can we measure success?



# Measuring Performance

- Employee Engagement
- Employee Performance
- Department Engagement
- Department Performance
- Recognition Trending Year over Year
- Turnover rates



# 7 Strategies to Engage Your Leaders

## 7 STRATEGIES TO ENGAGE YOUR LEADERS

*These 7 strategies will help win leadership support for developing a culture of employee recognition within your organization.*

1. Present the Business Case > Win Buy-In
2. Outline the Plan > Secure Support
3. Designate a Champion > Lead the Process
4. Provide the Tools > Earn Participation
5. Make Achievements Visible > Create Opportunity
6. Communicate Progress > Build Understanding
7. Measure Success > Prove Results

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# POLL

**Which is your greatest challenge you face with employee recognition?**

- ☐ Reinforcing the value
- ☐ Developing the plan
- ☐ Maintaining momentum
- ☐ Equipping leaders
- ☐ Measuring/communicating program performance

# 10-Minute Actions

## Leaders Can Take to Support Recognition

### 10-MINUTE ACTIONS LEADERS CAN TAKE TO SUPPORT RECOGNITION

*Practice these 6 strategies for supporting  
your recognition culture on a regular basis*

- ☐ Reinforce the recognition program and why it is in place.
- ☐ Start meetings by recognizing one or two specific successes.
- ☐ Set aside 10 minutes a week for the purpose of recognition. (email, note, verbal, etc.)
- ☐ Encourage frontline managers to recognize their staff.
- ☐ Be present and participate in recognition events.
- ☐ Regularly review recognition program data to understand it's impact on the business.

# Recap



How to Answer the Right Questions



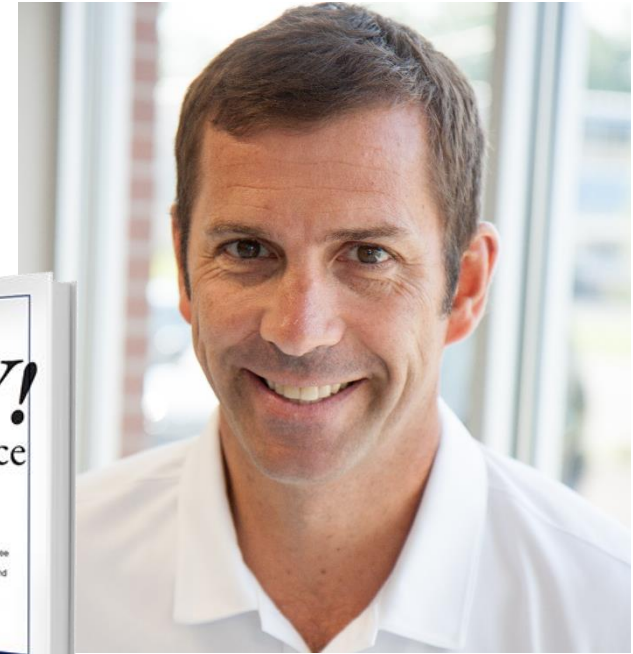
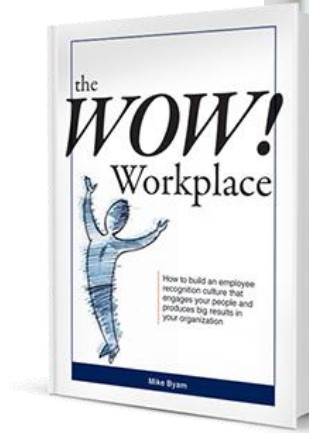
7 Strategies to Engage Your Leadership



10-Minute Actions Leaders Can Take to Support Recognition



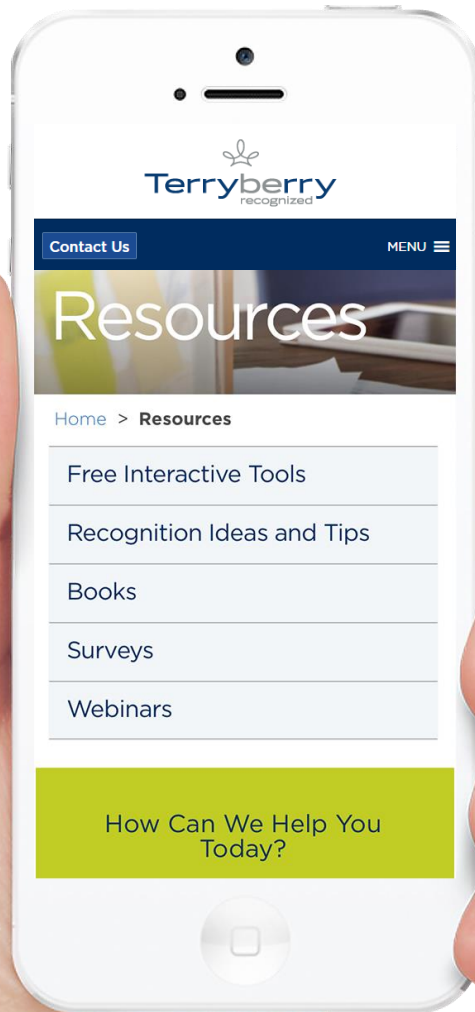
# Questions



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& services, visit [www.terryberry.com](http://www.terryberry.com)



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