# Employee Recognition 101
## *A Crash Course*

*Presenter*

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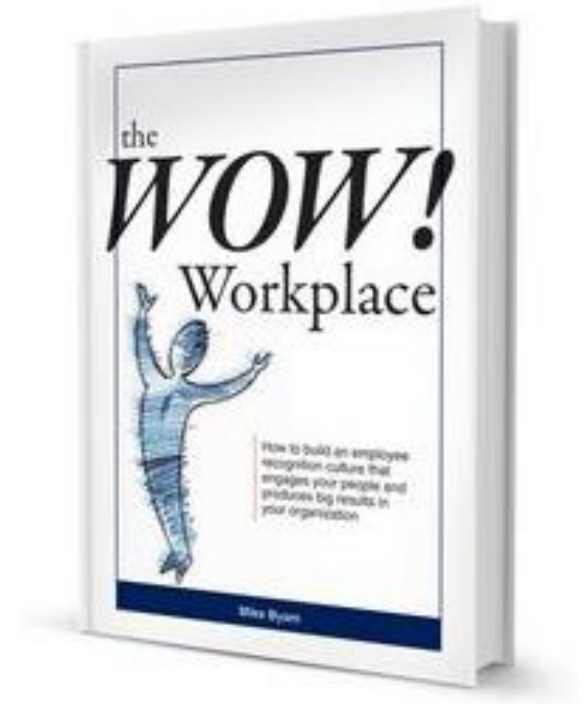bsytsma@terryberry.com

# Have a question?
Chat in and receive feedback immediately

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# 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!

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**Which of the Following Types of Recognition are Actively Supported in Your Organization?** (select all that apply)

a. Service Anniversary Awards

b. Peer-to-Peer Recognition

c. Performance Benchmarks (sales/safety/wellness, etc.)

d. Customer Feedback & Praise

e. Management-Driven Recognition

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# Agenda

- **The Case for Recognition:**
  - The Benefits of Engaged Employees
  - How Recognition Drives Engagement
  - You Get Out What You Put In

- **Day to Day Recognition Strategies:**
  - Who, What, When, Where, and How?
  - Meaningful, Memorable, Motivating...

- **Formal Recognition Presentations:**
  - Making a Big Deal out of a Big Deal
  - Speaking Your Employees' Recognition Language

- **Designing a Program that Works for You:**
  - One Size Does Not Fit All
  - Reaching Employees Where They Work

- **Q&A**

# The Case For Recognition

# The Benefits of Engaged Employees

According to Gallup's most recent engagement survey

# 33%

of employees in US companies were **engaged** in their day to day work.

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# The Benefits of Engaged Employees

# 67%

of employees were either not engaged, or actively disengaged.

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# Disengaged Employees...

# Disengaged Employees...

Employees who do not feel adequately recognized are

# 2x

as likely to say they'll quit in the next year, compared to those who feel adequately recognized.

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Gallup State of the American Workforce, 2017

# Hierarchy of Needs



"A Theory in Human Motivation"
Abraham Maslow, 1943
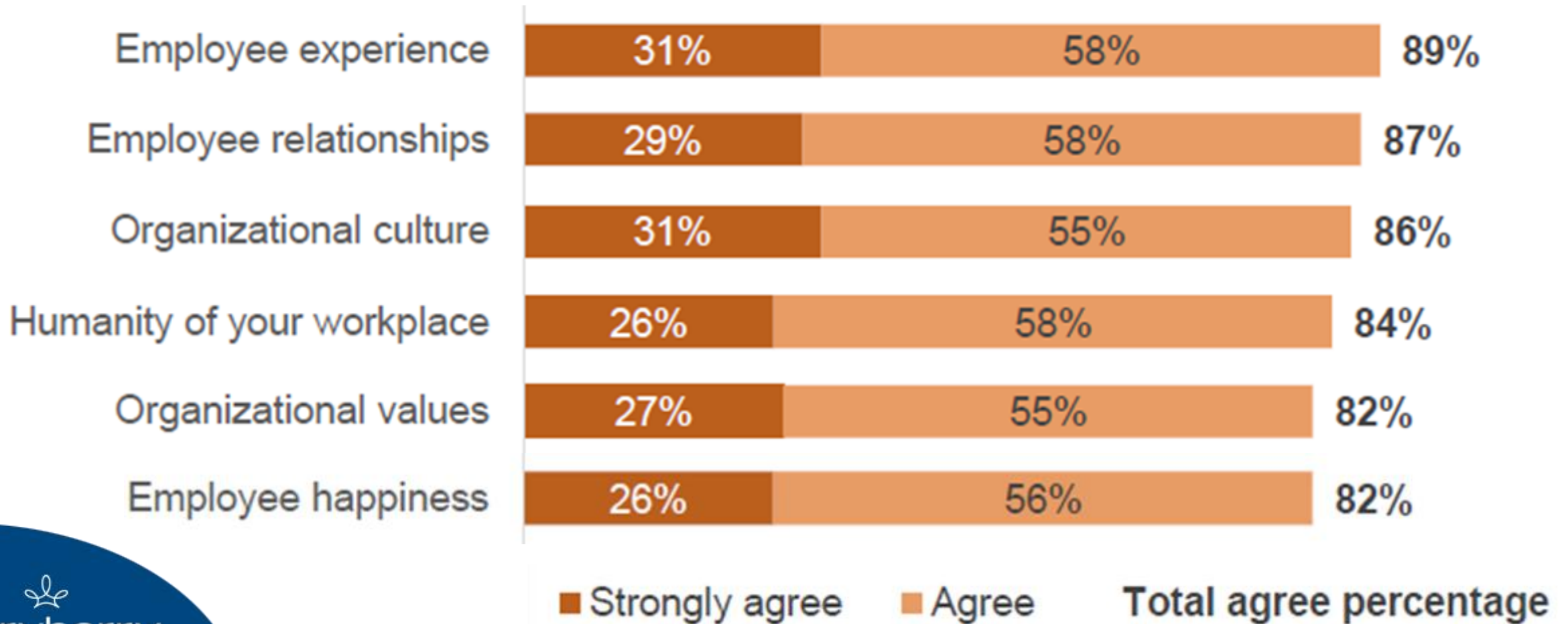
# The Great Resignation



"I certainly think that the pandemic has led many people to reevaluate their work and their priorities and what they want to do,"

-Elise Gould
Senior Economist at the Economic Policy Institute

# The Case for Recognition

A recent SHRM study on Recognition found that respondents believe Recognition positively affects

| | Strongly agree | Agree | Total agree percentage |
|---|---|---|---|
| Employee experience | 31% | 58% | 89% |
| Employee relationships | 29% | 58% | 87% |
| Organizational culture | 31% | 55% | 86% |
| Humanity of your workplace | 26% | 58% | 84% |
| Organizational values | 27% | 55% | 82% |
| Employee happiness | 26% | 56% | 82% |

■ Strongly agree   ■ Agree   **Total agree percentage**

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# Recognition drives Engagement

In fact, the SHRM Study found that of those surveyed

# 84%

believed **Employee Recognition** positively increases **Employee Engagement**.

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# You Get Out What You Put In

↑**24%**

↓**27%**

Gallup State of the American Workforce, 2017

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# You Get Out What You Put In

↓41%

↓32%

SAFETY FIRST
All accidents no matter how minor must be reported to your supervisor

OUT OF OFFICE

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Gallup State of the American Workforce, 2017

# You Get Out What You Put In

**50%** of workers surveyed said they would leave a company if they weren't regularly thanked and recognized for their efforts.

**70%** of workers said that motivation and morale would improve If managers and leaders simply said "thank you" more.

**85%** Of those surveyed think managers and leaders should make an effort to spot good work and give praise and thanks whenever it happens.

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Reward Gateway Employee Recognition Survey 2017

**What is your biggest challenge in building a recognition culture at your organization?**

    a. Leadership Buy-In

    b. Manager Participation

    c. Communication to Employees

    d. Incompatible Core Values

    e. All the Above

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# Day to Day Recognition Strategies

# Win as a Team
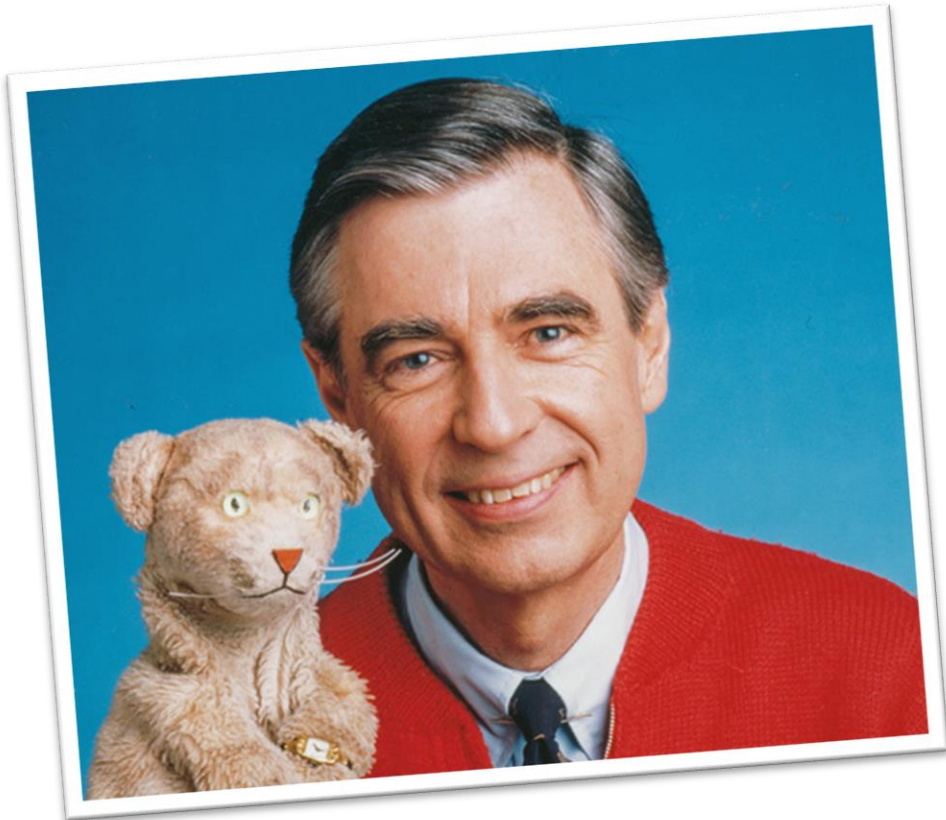


"Deep down, we know that what matters in this life is more than winning for ourselves. What really matters is helping others win, too. Even if it means slowing down and changing our course now and then."

-Fred Rogers

Commencement Address at Dartmouth College, 2002

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**Who gave you your most memorable recognition moment?**

    a. Executive

    b. Direct Manager

    c. Peer or Coworker

    d. Customer/ Outside Individual

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# **Who** Do I Recognize?



Gallup State of the American Workforce, 2017

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# What Do I Recognize?

## Attitudes
## Behaviors
## Contributions
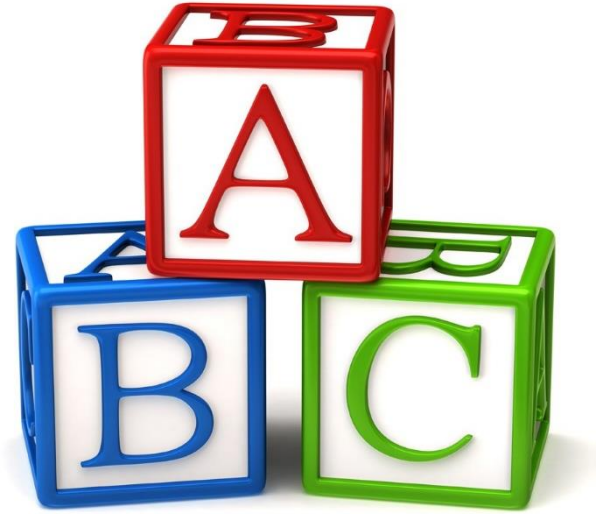
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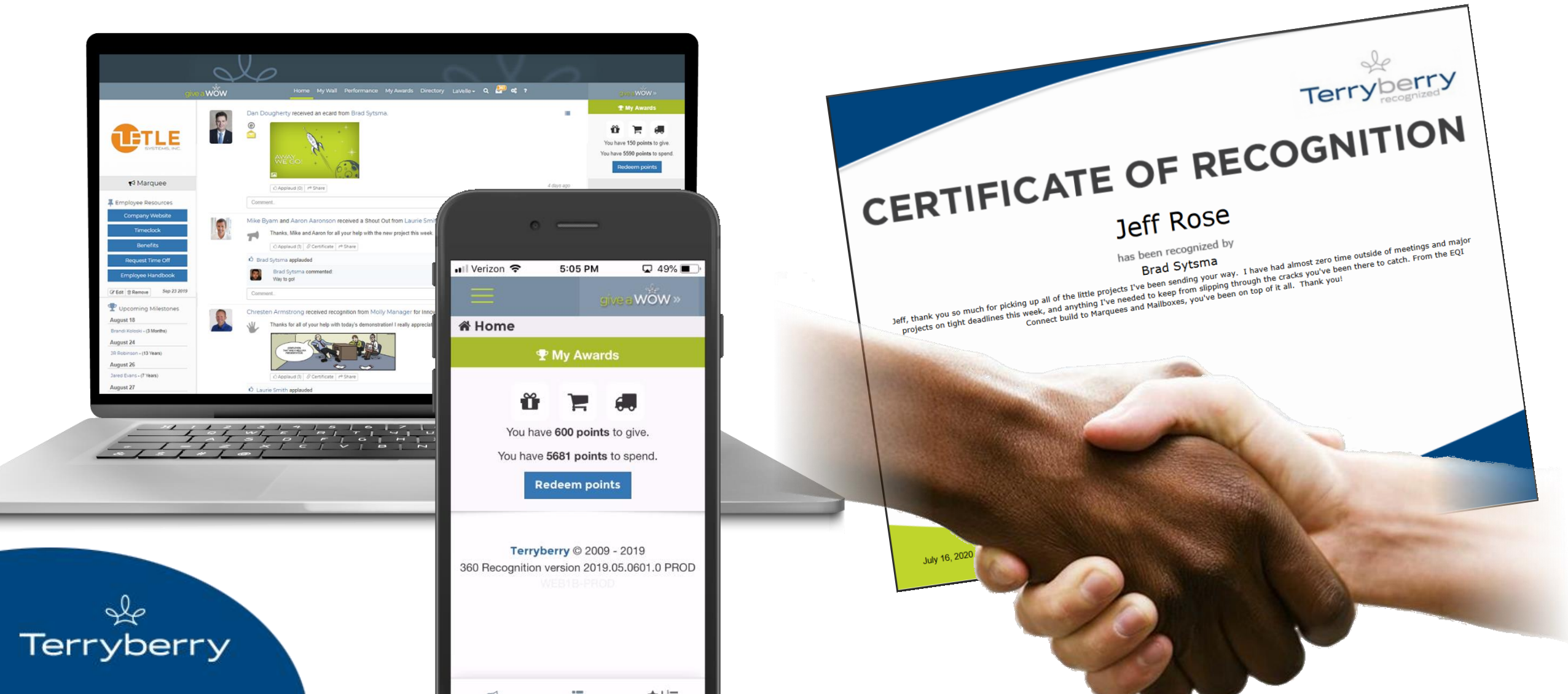
# The Three 'M's

**Meaningful**
**Memorable**
**Motivating**

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# Meaningful

Timely

Specific

Values Driven

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# Memorable

# Motivating

## Dos:

- Talk about accomplishments, achievements, and obstacles that were overcome.

- Share the positive anticipated outcomes that will result from their work.

- Highlight specific talents, tasks, and traits that lead to their success.

- Reflect on past achievements and highlight areas of growth and continued success.

- Focus on the big picture.

- Understand individual accomplishments and contributions.

## Don'ts:

- Talk about shortcomings, mistakes, or missteps that were less than ideal.

- Share the potentially negative outcomes that will result from their work.

- Highlight specific talents, tasks, and traits where they struggled or need to improve.

- Reflect on past failures or make comparisons to others' success.

- Don't nitpick, expect perfection, or get lost in the details.

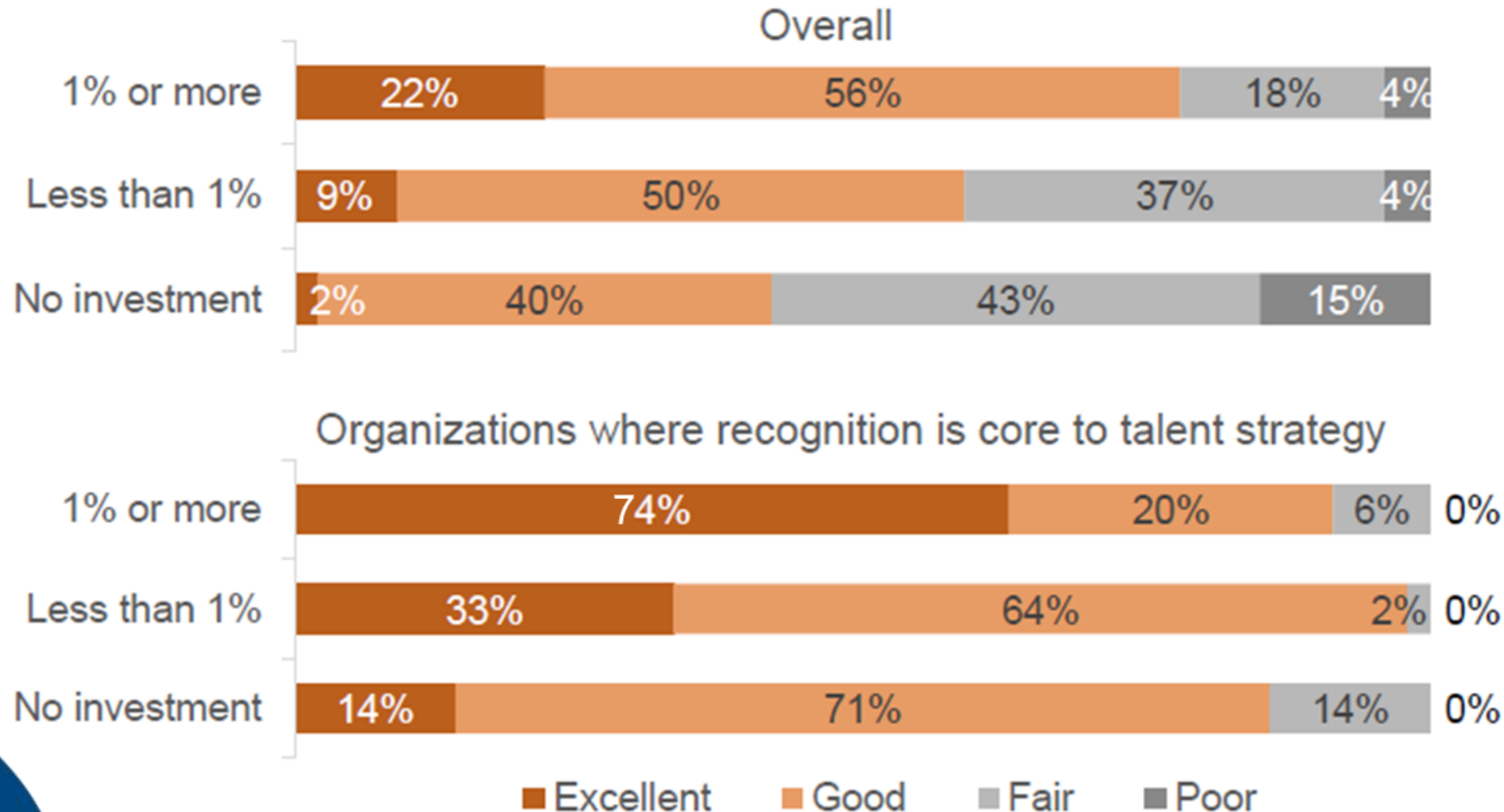- Don't give credit that hasn't been earned.

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# Formal Recognition Strategies
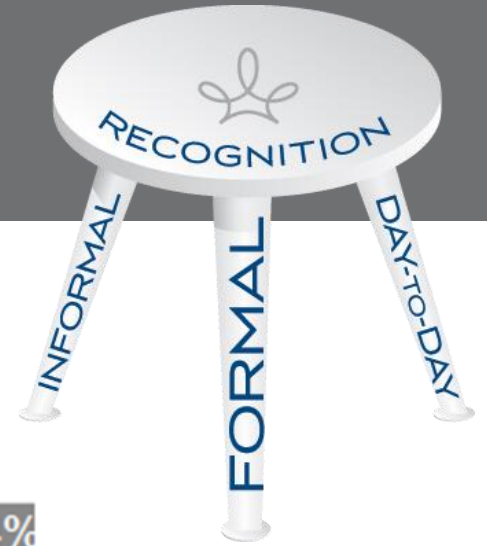
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# It's A Big Deal

# What Do You Value?

**Top 10 Most Common Company Values**

| | |
|---|---|
| 10. | Leadership |
| 9. | Diversity |
| 8. | Accountability |
| 7. | Celebrate Success |
| 6. | Innovation |
| 5. | Passion |
| 4. | Integrity |
| 3. | Respect |
| 2. | Customer Focus |
| 1. | Teamwork/Collaboration |

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# Speaking The Same Language

"Communication without compassion is brutality"

-Sharon Johnson

"The single biggest problem in communication is the illusion that it has taken place."

-George Bernard Shaw

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# Designing a Program that Works for You

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# The Right Fit

What works for one organization, may not work for another.

Recognition Software is meant to standardize and simplify the recognition process. It cannot and will not fix bad culture without effort, energy, and a commitment to use the tool regularly.

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# Story vs Objective

# A Tool for ALL Employees

**Recognition Programs that Work Together**

**Plug & Play as Needed**

**Create a Culture of Recognition**

**True Performance Visibility**

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**360 RECOGNITION**

- Milestone & Service Awards
- Social Recognition
- Feedback & Communication
- Performance & Incentive Rewards

# Questions

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