



How to Build an Effective Employee Recognition Program

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terryberry
Engage · Reward · Succeed

Presenter

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Objectives

1. Determine why a recognition culture is important
2. What elements to consider when choosing a recognition program
3. Common pitfalls with employee recognition



INTRO

What Is an Employee Recognition Program and How Do They Work?

Common Employee Recognition Program Ideas:

- Giving employees a day off
- Giving employees a monetary bonus
- Recognizing employees at company-wide meetings
- Giving employees a gift card or voucher
- Implementing a [social recognition platform](#)



The Science Behind Recognition

Dopamine:

- A neurotransmitter produced in the brain, plays a central role
- Stimulates the areas of the brain that are responsible for processing rewards and generating positive emotions
- Potent and addictive chemical



The Benefits of Employee Recognition Programs

Employee recognition efforts can lead to:

- Increased Productivity
- Decreased Employee Turnover
- Boosted Employee Morale
- Improved Team Culture



Employee Recognition Statistics

21%

Increased Employee
Engagement

According to Gallup, employees who receive regular recognition are more engaged at work. In fact, highly engaged teams show 21% greater profitability.

89%

Positive Impact on
Retention

Research from Workhuman reveals that 89% of HR leaders agree that recognition programs have a positive impact on retention.

31%

Enhanced Productivity

A study by Bersin & Associates found that organizations with effective recognition programs have 31% lower voluntary employee turnover rates.

Employee Recognition Statistics

72%

Improved Employee
Morale

SHRM reports that 72% of employees feel that recognition given for high performance has a significant impact on improving morale.

48%

Better Performance
and Innovation

Globoforce research shows that companies with strategic recognition programs are 48% more likely to report high employee innovation.

31%

Increased Job
Satisfaction

Research from Forbes shows that 83% of employees say recognition for contributions is more fulfilling than any rewards or gifts.

Employee Recognition Statistics

14%

Lower Turnover Rate
for Companies with
Recognition Programs

A study by SHRM found that companies with strong recognition programs have a 14% lower turnover rate than those without.

79%

Percent of Employees
who Quit Due to Lack
of Appreciation

A survey by TinyPulse found that 79% of employees who quit their jobs cite a lack of appreciation as a key reason for leaving.



TYPES OF RECOGNITION

Types of Employee Recognition

Monetary Recognition

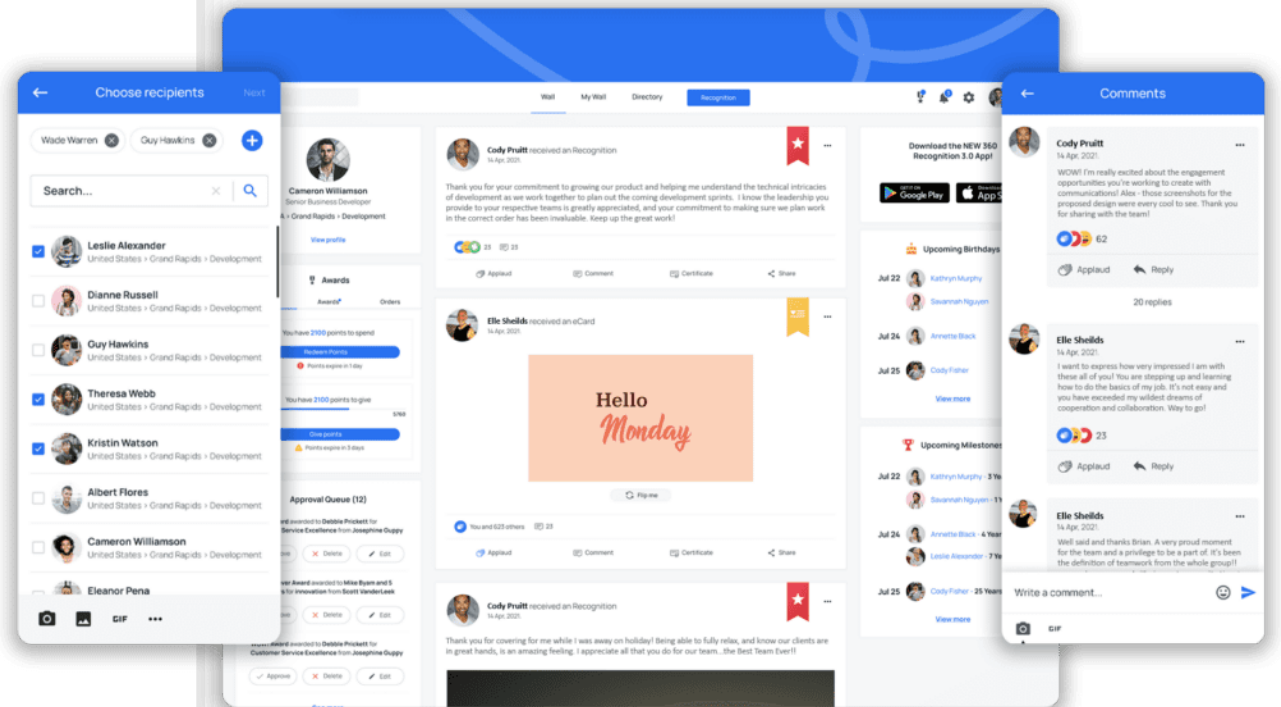
- Giving employees a bonus
- Giving employees a raise
- Offering employees cash rewards



Types of Employee Recognition

Written

- Social Recognition
- Thank You Notes
- Newsletters or Company Communications



Types of Employee Recognition

Verbal

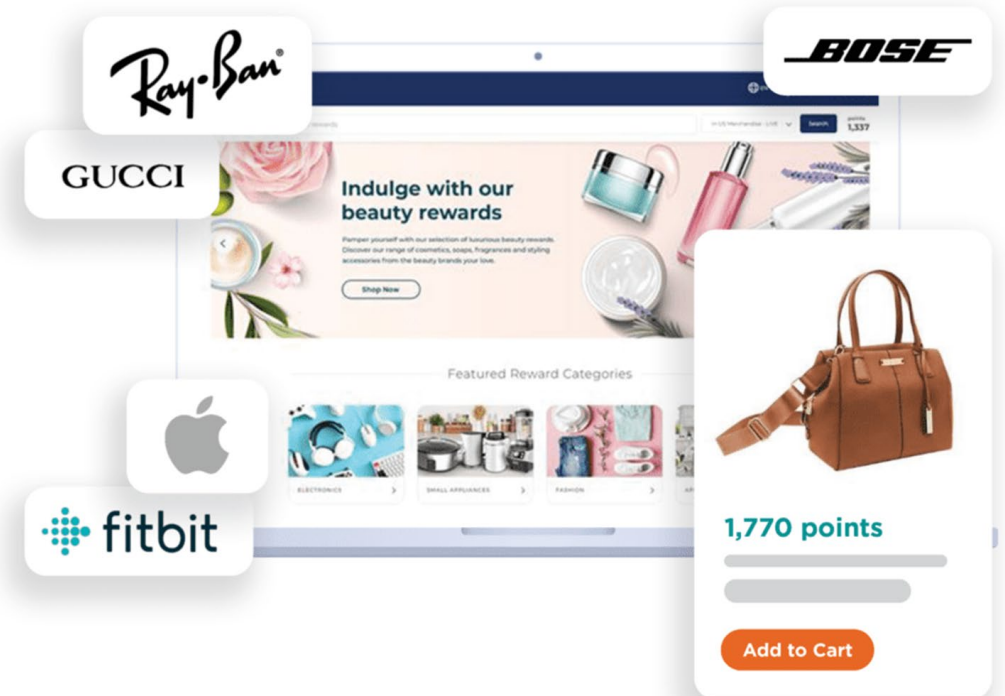
- Thank You
- Praise
- Compliment
- Acknowledgement
- Feedback



Types of Employee Recognition

Points/Rewards

- Merchandise
- Events
- Experiences
- Charitable Contributions



Types of Employee Recognition

Custom Awards

- Trophies
- Certificates & Plaques
- Emblems
- Jewelry



WHEN TO GIVE RECOGNITION

When to Give Employee Recognition

Events

- Birthdays
- Employee Appreciation Day
- Everyday Wins



When to Give Employee Recognition

Milestones

- Work Anniversaries
- Service Awards
- Project Completion
- Incentive Programs



HOW TO BUILD AN EFFECTIVE RECOGNITION PROGRAM

How to Build an Effective Employee Recognition Program

Be Clear About Goals

- Boosting Morale
- Improving Engagement
- Increasing Productivity
- Use Company Values
- Measure Change - Surveys



How to Build an Effective Employee Recognition Program



Make It Easy to Use

- Accessible
- Easy to Understand
- Inclusivity
- Across Departments
- Online Social Recognition

How to Build an Effective Employee Recognition Program

Be Consistent

- Regular Recognition
- Reinforce Positive Behaviors
- Positive Feedback
- Acknowledgement
- Individual/Team Contributions



How to Build an Effective Employee Recognition Program

Make It Timely

- Real-Time
- Prompt
- Don't Delay



How to Build an Effective Employee Recognition Program

Be Genuine

- Authentic
- Personal
- Customize Messages
- Avoid Generic Sentiments

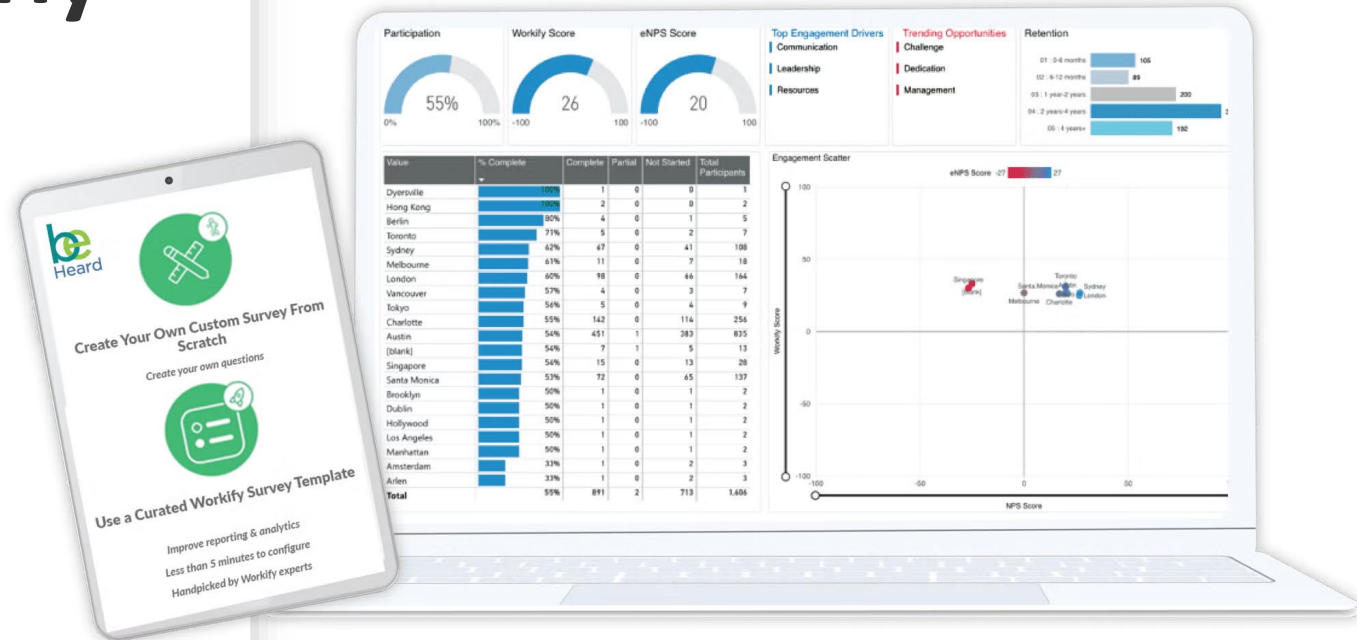
 Keep up the good work!



How to Build an Effective Employee Recognition Program

Communicate Regularly

- Update Goals
- Ways to Earn Rewards
- Open Communication
- Surveys



How to Build an Effective Employee Recognition Program

Get Executive Buy-In

- Senior Leadership Support
- Ensures Program Resources, Visibility, Endorsement
- Bottom Line Impact



Common Pitfalls of Employee Recognition Programs

Potential Issues:

- Competition
- Decreased Productivity
- Time-Consuming
- Limited Raises



Examples of Effective Modern Employee Recognition Programs

Modern Programs:

- Google's Peer Bonuses
- Amazon "Just Do It" Award
- Southwest Airlines "Spirit Awards"
- Globoforce Peer-to-Peer Recognition



Build An Employee Recognition Program That Works

Terryberry Solutions:

- Wellness Programs
- Pulse Survey Software
- Service Awards & Performance Awards
- Social Recognition



A man with glasses and a beard is smiling broadly while sitting at a desk. He is wearing a dark blazer over a light-colored shirt. A white mug is on the desk in front of him. The background is a blurred office setting. The entire image has a blue overlay.

Questions?



We Are Terryberry

Transform employee engagement
with one powerful platform.

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A man with glasses and a beard is smiling broadly, sitting at a desk in an office. He is wearing a dark blazer over a light blue shirt. A white mug is on the desk in front of him. The background is slightly blurred, showing other office elements. The entire image is covered with a semi-transparent blue overlay.

Thank You!