



Best Practices for Creating a Meaningful Recognition Program

Product Spotlight by Terryberry

May 2024

terryberry
Engage · Reward · Succeed

Today's Presenters



Alex Bisel, Engagement Solutions Specialist

Has spent the last 8 years teaming up with hundreds of organizations to design and grow recognition programs based on best practices and core principles. With a keen focus on data-driven insights, he's crafted strategies that redefine workplace cultures, creating environments where everyone's achievements are celebrated. His commitment to improving the employee experience goes beyond the office, acknowledging its deep impact on families, communities, and organizations alike.



Justin Butterfield, Manager Engagement Solutions

Over a decade solutioning and owning experience management (XM) programs for brands of all size and industries. Having served as both a practitioner and consultant, he has been trusted by leading global brands to help them drive action towards building better experiences. He has also been recognized for his leadership and vision when building out new solutions for complex business needs.



Agenda

- How you can create a meaningful recognition program
- Best Practices and pitfalls to avoid based on our experience
- How you can reach your employees even if they are a blend of workers

The Spirit of Appreciation



I consider my ability to arouse enthusiasm among my people the greatest asset I possess, and the way to develop the best that is in a person is by appreciation and encouragement.

There is nothing else that so kills the ambitions of a person as criticisms from superiors. I never criticize anyone. I believe in giving a person incentive to work. So I am anxious to praise but loath to find fault. If I like anything, I am hearty in my approbation and lavish in my praise.

- Charles M. Schwab

Creating a Meaningful Recognition Program

1. Start with the End (User) in Mind

Employees seek these 4 broad categories when determining their trajectory at your organization:

Recognition and a Supportive Environment

- Being valued for their work
- Safe work environment, both physically and psychologically
- Effective communication
- Recognition and rewards
- Meaningful relationships

Development and Growth Opportunities

- Career development opportunities
- Autonomy (where possible)
- Empowerment

Work-Life Balance and Flexibility

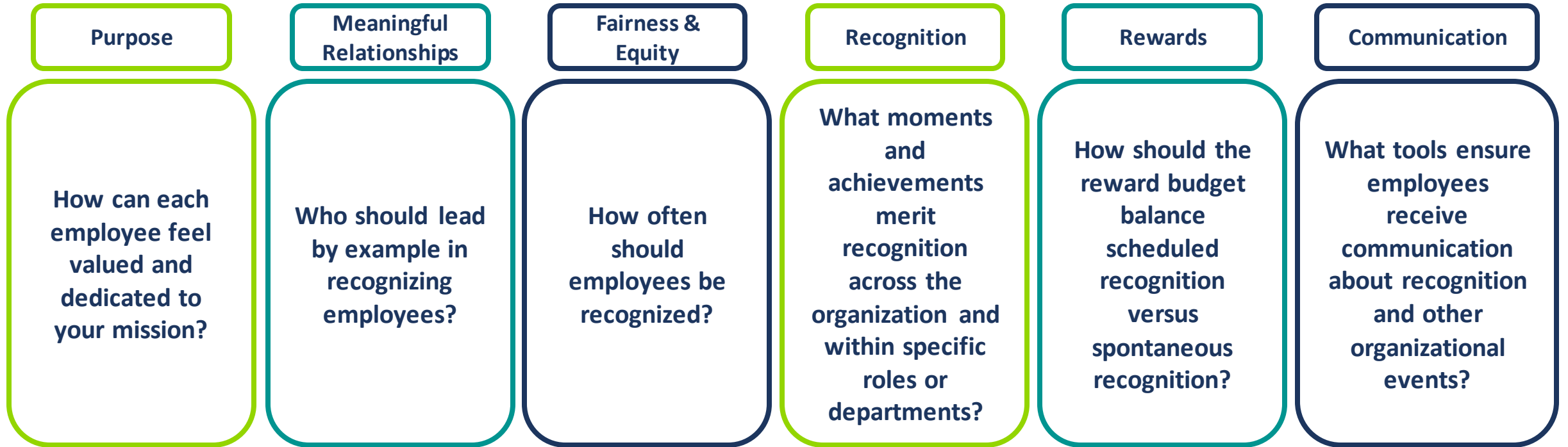
- Blend between balancing personal and professional commitments
- Flexibility in work arrangements (where possible)

Fairness and Purpose

- Sense of importance
- Sense of purpose
- Fairness
- Equity

Creating a Meaningful Recognition Program

2. Ask Yourself These Questions When Crafting Your Recognition Program



Creating a Meaningful Recognition Program

3. Create an Outline with the Answers to the Previous Questions in Mind

New Hire / Onboarding	Milestone Recognition	Social Recognition	Formal / Leadership Recognition	Performance-based Recognition	eCards & Life Events
<p><u>Examples / Notes</u></p> <ul style="list-style-type: none">• Welcome eCards with a small number of points (ideally from their manager)• Manager recognition at the 30/60/90-day marks	<p><u>Examples / Notes</u></p> <ul style="list-style-type: none">• Start milestones as early as 6 months• Don't forget early milestones like 1 and 3 years• Symbolic awards are an important aspect!	<p><u>Examples / Notes</u></p> <ul style="list-style-type: none">• Keep it simple.• Attach recognition moments to your core values and connect the employee with the mission of the organization.	<p><u>Examples / Notes</u></p> <ul style="list-style-type: none">• Keep it simple.• Even a small number of points goes a long way, especially coming from a leader• Make a big deal out of a big deal!	<p><u>Examples / Notes</u></p> <ul style="list-style-type: none">• Take the current metrics you're using to measure performance and reward them with points.• This can be used for other objective completion-type moments.	<p><u>Examples / Notes</u></p> <ul style="list-style-type: none">• Celebrate those moments that aren't necessarily related to work accomplishments!• These can be an important part of building a welcoming and fun culture.

How to Recognize a Blended Workforce

1. Meet them where they are.

If you have regular team meetings, use recognition moments at the very beginning of those meetings to reinforce the important accomplishments that took place since the last time you met.



2. Make technology available (where possible)

Having tablets or computers available for employees to log in while they're on their break can be a great way to encourage employees to recognize one another.



Thank You!

terryberry
Engage · Reward · Succeed