

CERTIFIED RECOGNITION PROFESSIONAL *Program*

BE YOUR ABSOLUTE *Best*



All effective recognition programs are dynamic cycles of assessment, strategy, implementation, and review. While this cycle is easy to define, it's difficult to execute well.

Recognition Professionals International® (RPI) developed the Certified Recognition Professional® (CRP) program and curriculum to guide participants through this Best Practice process and produce measurable benefits for their organizations.

A vital part of any professional's growth and development is access to educational opportunities that offer the ability to learn and grow. RPI has established performance standards and criteria for our emerging profession that produce bottom-line results. The CRP curriculum is based on current trends and practices in the area of employee recognition.

The four-courses, offered both in instructor-led and online versions and are detailed on the next page, have the following goals:

- Raise the professional standards of those engaged in employee recognition
- Encourage continuing education for professional development
- Facilitate self-development by offering guidelines for achievement in the employee recognition profession
- Identify and award special recognition to those persons who have demonstrated a comprehensive knowledge of those principles and practices of employee recognition and also laws governing and affecting employee recognition

MISSION & *Vision*

It is the mission of Recognition Professionals International to bring awareness, credibility and accountability to employee recognition through a powerful and passionate network of Recognition Professionals. As advocates for positive employee experiences that foster engagement, we share best practices, and provide tools, strategies, thought leadership, education and professional certification.

At Recognition Professionals International, we make THANKS matter!

TAKE YOUR CAREER TO THE NEXT LEVEL



Receiving my CRP designation several years ago was a turning point in my career. Adopting the RPI Seven Best Practice Standards allowed me the framework, language, and tools I needed to engage our leaders in more robust and thoughtful recognition conversations. The holistic approach inherent in the RPI model also allows us to strategically align our recognition efforts with those of other talent management and engagement initiatives within our company. By shifting our focus from less structured approaches to fully integrated strategies no matter the program, line of business or team member tenure, we continue to witness the positive (and lasting) impacts of employee recognition.

Ryan Maddux, MA, CRP, WLCP
Business Initiatives Consultant with Wholesale Talent (HR), Wells Fargo

THE QUINTESSENTIAL EMPLOYEE RECOGNITION FRAMEWORK FOR

Your Success



Certified Recognition Professional

Recognition Professionals International

1

STRUCTURING RECOGNITION SYSTEMS FOR SUCCESS (SRPS)

Participants will receive a foundational understanding of recognition-related definitions, will learn why recognition is important, and will be introduced to survey trend data. SRPS encompasses the seven RPI Best Practice standards, which are as follows: Recognition Strategy, Management Responsibility, Recognition Program Measurement, Communication Plan, Recognition Training, Recognition Events and Celebrations, Program Change and Flexibility.

Relevant activities and real world examples combine with instructor expertise, the latest research, and established theory to introduce course participants to the methodologies and tools that support these standards. Participants will be asked to complete a pre-session survey, which ranks their own organizations on the RPI Best Practice Standards. Even non-CRP candidates will benefit from this course, since it provides a framework for building successful recognition systems, shows participants how to measure system success, and how to make adjustments. This course includes pre-work: pre-session survey.

2

CREATING A RECOGNITION CULTURE

Creating a Recognition Culture focuses on the underpinning theories of motivation and appreciation, cultural consideration, landscape of the industry and recognition systems and trends. Participants gain exposure to roles of recognition, engagement linkage, regulatory things to know, and the ABC's of motivational theory. Participants also become familiar with corporate culture definitions, components, and theory, recognition system methodology, embedding recognition, and current trends including gamification and social recognition.

3

BUILDING A RECOGNITION BLUEPRINT

Baseline assessment tools, alignment between organizational strategy and recognition strategy, components of management responsibility, and common recognition measurements are all provided by this course. Participants will map their own current recognition practices and programs with a recognition-specific audit tool, assess the gaps, set goals to close the gaps through a strategic recognition plan, identify ways to ensure management responsibility, and set meaningful measurements. Participants will also gain exposure to several assessment tools, recent best practice case studies, and measurement tips.

4

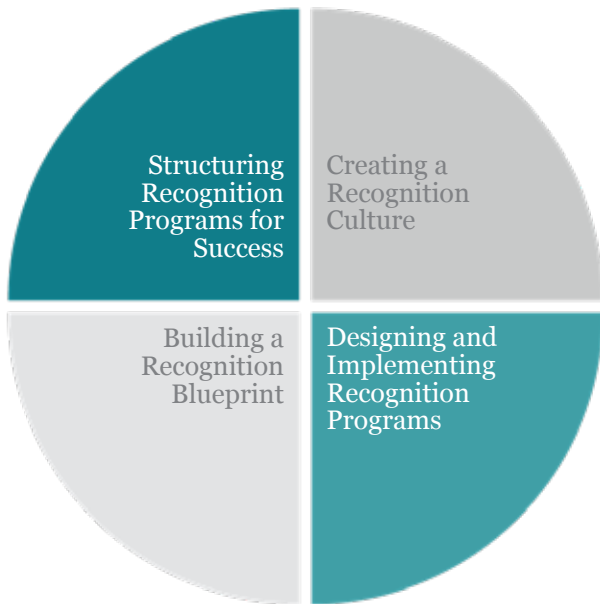
DESIGNING AND IMPLEMENTING RECOGNITION PROGRAMS

Designing and Implementing Recognition Programs brings all the information together from the first three courses and covers designing the recognition program, evaluating progress made toward the goals and making needed changes. Participants gain exposure to program design in the areas of: organizational structure, demographics, three levels of recognition, generations, communications, training, outsourcing considerations, negotiation, challenges of multi-site recognition implementation, and event and celebration planning. Participants also become familiar with the natural life-cycle stages of recognition programs, program evaluation, and change strategies to apply for any redesign.

Each module stands alone (recommended order shown above), but when all are completed, they provide a holistic, comprehensive and essential guide that every Certified Recognition Professional® needs to design, build, implement, measure and maintain a successful recognition culture.

CERTIFIED RECOGNITION *Professional*

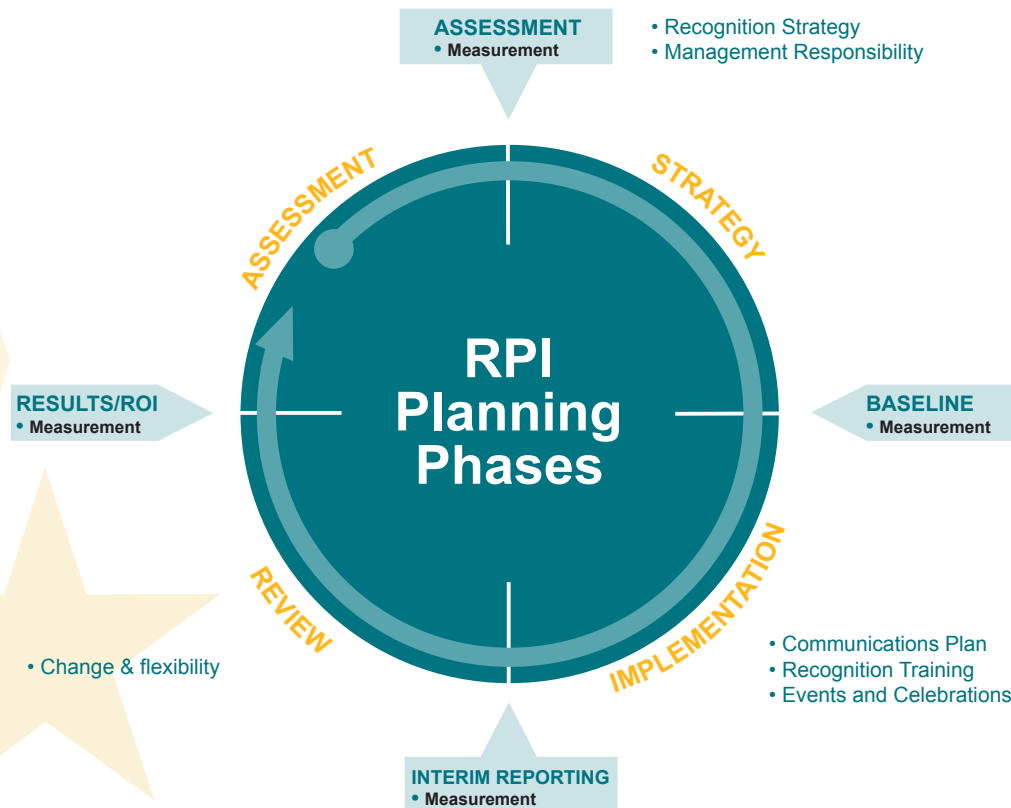
4 Competency-Based Exams Based On:



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Recognition Strategy Model



Based on RPI's 7 Best Practice Standards®

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EXAM REQUIREMENTS AND *Preparation*

The multiple-choice, open-book assessment has 25 questions. The assessment is administered at the end of each course and will be graded on site by the facilitator. The questions are based on the course materials and all will be covered during the CRP course. **All CRP courses are now online** as well, and testing is also part of the online option.



Each CRP course offered by RPI is approved for CEUs as approved by ANSI/ IACET. Recognition Professionals International is accredited by the International Association for Continuing Education and Training (IACET) and is authorized to issue the IACET CEU.

THE LIMITLESS VALUE OF *Recertification*

The process is to earn and record points in each of two categories – professional activities and professional development. Graduates enter the points on their transcript page by entering the date earned, description of the activity, and number of points earned. The transcript page shows accumulated points for each category, recertification date, total points needed and a summation of points earned to date.

The recertification fee is \$150 for each 3-year cycle, and this is paid at the time of recertification.

Benefits of Recertification:

- Demonstrate through professional activities how you have been able to apply RPI 7 Best Practices
- Continually develop your knowledge and skills as a recognition professional through an ongoing commitment to education

FOR MORE INFORMATION, VISIT:

www.recognition.org/?crp_certification

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