



20 Recognition Ideas!

1. "When onboarding don't just tell new staff about the recognition and rewards they are entitled to receive through your programs. Instead, **set the expectation for how they can recognize other people**. Show them how to use your programs to recognize someone and give them a pen and Thank You card to express appreciation to someone who helped make them feel welcome to the company." – Roy Saunderson, MA, CRP, Chief Learning Officer, Rideau
2. "When giving recognition, it is a best practice to **always share the details**. If you want to see real behavior change, you have to be sure and share exactly what the employee did to receive the recognition and how that affected business results. To have the positive behavior repeated, the employee needs to be aware of the specifics."
– R. Scott Russell, CRP, CEP, Director - Client Success , C.A. Short Company
3. "**People will repeat what they are recognized for!**"
Design your recognition platform strategically to support your organization's mission and values."
– Barbara Ruddy, CRP, DES Recognition Administrator
4. "At AAA of Southern California, any employee that finishes a project is given the right to **assign one of their tasks to his or her manager to complete**. Aptly named "Dump a Dog" the reward is quite popular among employees." – Paul White, Ph.D., Psychologist, President, Appreciation at Work
5. "**Form a widely representative steering committee** (with representatives from different areas and employee groups) to guide the development of recognition culture and give credibility to new recognition initiatives and programs." – Iryna Leonova, CRP, University of Calgary
6. We know that **recognition is most effective if given in a timely manner**, therefore we provide each manager with a "BRAVO Emergency Box" filled with small fun items such as flashlights, pens, stress relief items, and candy. Managers can use the box any time there is an "emergency" such as tight staffing, a rough shift, they completed a project, great day, need a break day, ETC.! They fill out a feedback form telling us why they used it and we provide another box! We have had great success with these! – Amy Hurley, CRP, The Ohio State University Wexner Medical Center
7. "Consider your company's strategic priorities and involve key stakeholders when planning to implement your new recognition initiative. The Benefit: affords you the opportunity to **align and embed your new recognition strategy as a tool to reinforce what matters most to your organization**, instead of simply installing a program." – Karen Gray, Director, Launch Management, O.C. TANNER





8. **“Help satellite employees stay connected and build upon team culture** through the use of multiple activities and tools that include the ability to post, comment and interact.

Interactive websites - create daily and weekly challenges (gamification to drive business metrics); share community involvement projects, health & wellness, etc.

Chat Pods - create groups to interact as a team throughout the day; build in fun “did you know” facts to support the business message

Webcams - create accountability and bring the team together by expressing your personality beyond “just a voice”. This is best used for team meetings

Social Media - create fun activities and challenges encouraging members to share “their story.” Example: It’s National Pet Day. Have employees share pics and video of their pets. Use hashtags, include prizes for “best dressed”, “most viewed video”, etc. – Ashlee Green, CRP, Verizon Wireless

9. **“Engage you employees in your design changes!** Employees are more open to using a program where they feel some ownership. Survey your employees for opinions when you are thinking about making changes not after the change is implemented. If you currently employ a recognition program that allows all employees to recognize their peers, managers, etc., having employees actively engaged in the design delivers ownership. Employees who feel the pride of ownership in your recognition program are more likely to use it and champion the program to their co-workers. Example: Thinking about a change to your employee certificate/award? Create a survey where employees can select their favorite. Announce the winner to the entire population with a link to your program page and you will see an instant spike in your utilization.” – Dan Stern, Mgr., Compensation Engagement Programs, BAE Systems, Shared Services

10. **Culture Idea: Acknowledging Life Events.** We acknowledge our faculty and staff (or spouse) admitted to the hospital with a comfort item from our Leadership or a gift for babies born to our faculty and staff. – Amy Hurley, CRP, The Ohio State University Wexner Medical Center

11. **Rock, Roll & Reinforce!!** – Dee Hansford, CRP, Dee Hansford Consulting
“The psychological impact of music may transcend any of our modern electronic communication techniques.” – Richard H. Lucas, Ph.D.

12. **“‘Workplace culture’ currently is a huge issue among organizational leaders. But the concept of ‘culture’ is misunderstood – many employees and managers feel like a workplace’s culture is something external to them. In actuality, ‘culture’ is the result of numerous and repeated interactions between individuals.** You can influence your organization’s culture by changing how you interact with those around you.” – Paul White, Ph.D., Psychologist, President, Appreciation at Work

13. **“When building a recognition strategy, it is important to celebrate many heroes, rather than a few superheroes.** Historically, recognition programs focused the majority of spend and effort toward a few top performers. But to maximize organizational performance, we should spread the spend to impact and celebrate all of the great actions that drive organizational performance. A balance of programs that focus on the top of the top and the daily behaviors is ideal to maximize impact.” – David Klein, Director, Shipboard Human Resources (Talent, Learning & OD), Carnival Cruise Line





14. Mix it up. A successful program includes intangible recognition (verbal and/or written praise), awards (cash or tangible items), and celebrations (planned or spontaneous events). Intangible recognition can be a certificate or other token of appreciation. Celebrations can be an informal team lunch or an organization-wide event.

15. “RBC Performance was launched in 1993 as a sales incentive points reward and recognition program and now serves over 75,000 employees. The core points of the program are: **Day-to-Day Recognition, InstantThanks, Branch Huddles, Informal Recognition, RBC Performance Nominations and Awards.**” – Steve Richardson

16. At Kforce, day-to-day recognition includes a digital **Snapshot** feature that illustrates their culture of recognition in real time. Associates simply submit a photo and caption that showcases the Kforce recognition culture and it is posted on their intranet. **Hats Off** is another informal example that happens all day, every day. This is a digital, peer-to-peer recognition program that’s also on their intranet and is accessible to everyone.

17. “Recognition is not about parties or casual Fridays, it is an **underlying message of value that tells people they matter.**” – Brad Shuck, Associate Professor, University of Louisville

18. The Incentive Research Foundation conducted an intensive study of the 10 things that top performing companies do differently. They found that among the best of the best, things like smart budgeting, strong support, advanced analytics and innovative design are all important factors. But among the top performing companies – defined as those that have high revenues, good growth, excellent customer ratings and excellent employee ratings – **the most important thing they do well is treat their own people right.** From the study, the top factor in company success is “**They have a strong belief in non-cash rewards and recognition.**”

19. “Make **recognition a social norm.** Behavior studies show that often people like to conform.” – Charlotte Blank, chief behavioral officer of Maritz

20. Recognition Strategy Model

