



# THE EMPLOYEE RECOGNITION PROGRAM BIBLE

*“Do not withhold good from those to whom it is due, when it is in your power to do it.”*

-Proverbs 3:27

# SUMMARY

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Why has **employee recognition** become so important to organizations today?

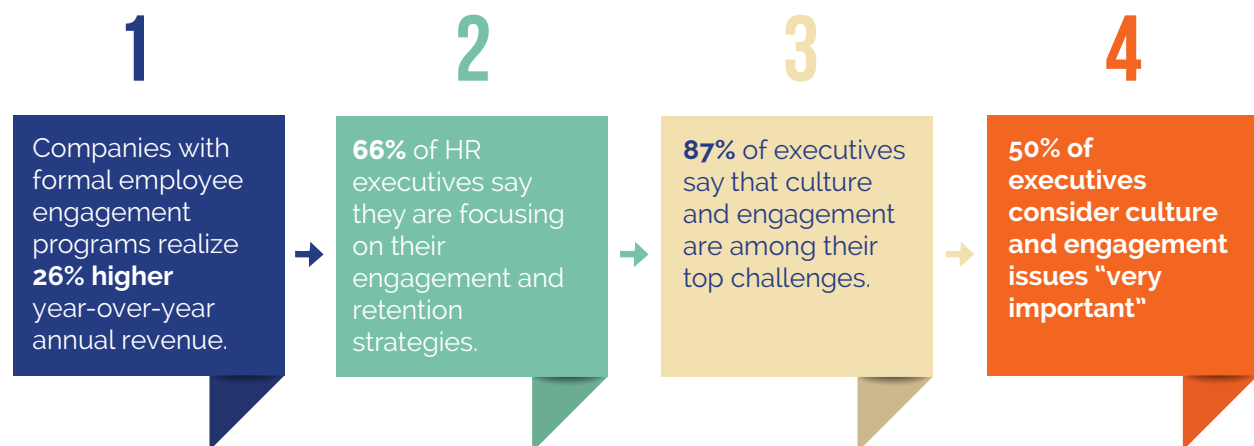
Employee recognition impacts turnover rates, talent acquisition, Company Culture, employee and manager relationships and, ultimately, Company performance.

Employees are often the largest expense, and without engaged employees, companies are simply unable to perform at their best.

A 2015 HR and Recruiting study by Glassdoor reports that it costs \$4,000 for the average U.S. company to fill an open position, and takes an average of 52 days. The Society of Human Resource Management Found that 90% of HR professionals say that the recruiting market is now candidate-driven; only 32% of U.S. employees were actively engaged in their work.

Employee recognition has evolved from a, "nice-to-have" perk to a strategic tool that drives business outcomes.

## What we know\* is...



*\*2015 HR and Recruiting study by Glassdoor*

Accordingly, executives recognize that employees don't just work for money, and that strategic recognition is a tool that can be used to influence Culture, behavior, morale, motivation, and, ultimately, business outcomes.

The challenge is to distinguish what constitutes meaningful and impactful employee recognition from the typical, antiquated, employee reward programs often in place.

# FROM TACTICAL TO STRATEGIC

HR executives who are charged with simply "*checking off the employee recognition box*  " may not appreciate that strategic recognition is far more than simply giving employees a gift card for a "job well done."

Strategic programs create a positive culture that aligns recognition with achieving Company goals, and incorporating a balance of monetary and non-monetary rewards to inspire and recognize positive behaviors.

The difference between tactical and strategic recognition is all in how the program aligns with company objectives, while operating within each company's unique environment to drive positive employee behaviors.

## RECOGNITION THAT **WORKS**

- Credible
- Values-Based
- Real-Time
- Aligned
- Easy to Use
- Integrated

## RECOGNITION THAT **DOESN'T**

- Mailed Catalogs
- Pins with Logos
- Inconsistent
- Disjointed Programs
- Complex
- Disingenuous

“ It goes without saying that **no company**, small or large, can win over the long run without **energized employees** who believe in **the mission** and **understand how to achieve it.** ”

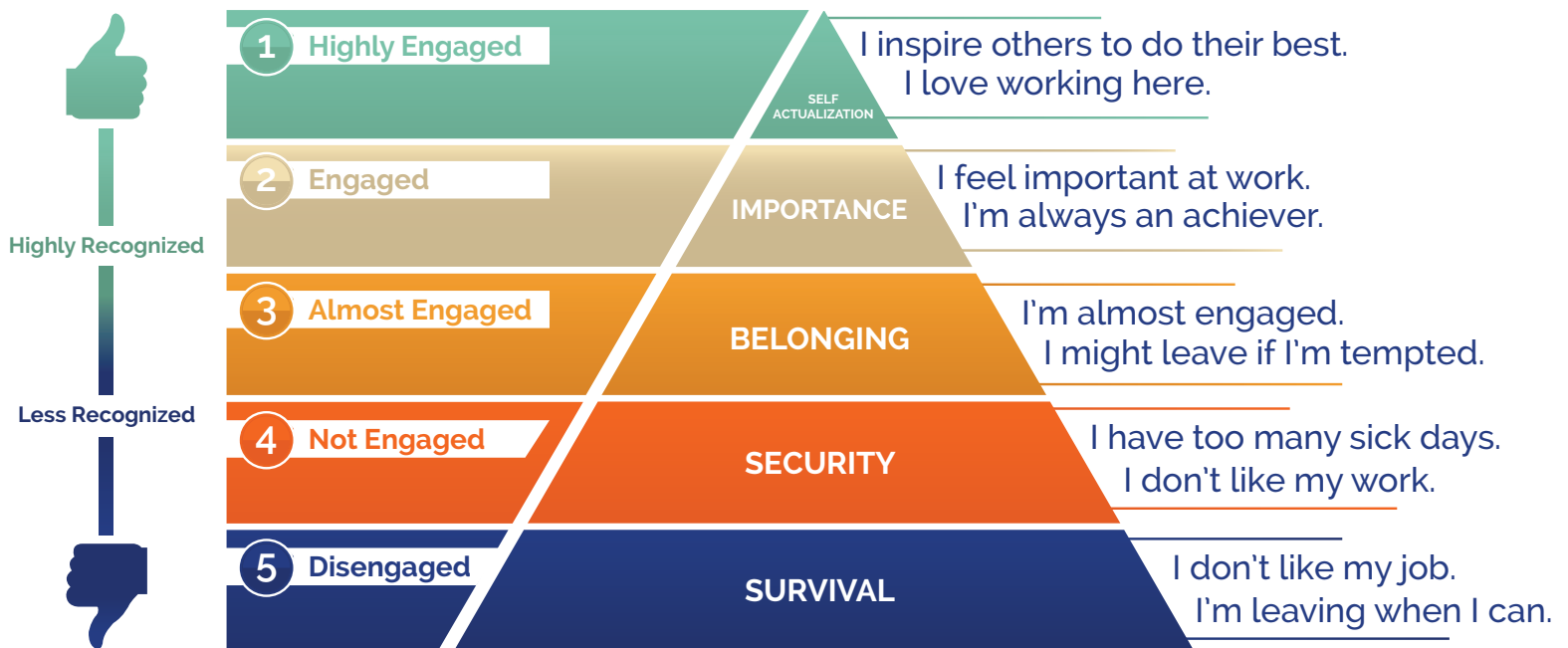
–Jack Welch,  
Former CEO of GE

# ENGAGING EMPLOYEES THROUGH SELF-ESTEEM

After wages and benefits, tapping into self-esteem is the greatest motivator and driver of employee engagement.

Recognition of our accomplishments directly impacts our self-esteem, our motivation, and our engagement in our work.

## *Maslow's Hierarchy of Needs (A Theory of Human Motivation) Applied to Employee Engagement*



“Nothing builds **self-esteem** and **self-confidence** like [recognition of] **accomplishment.**”

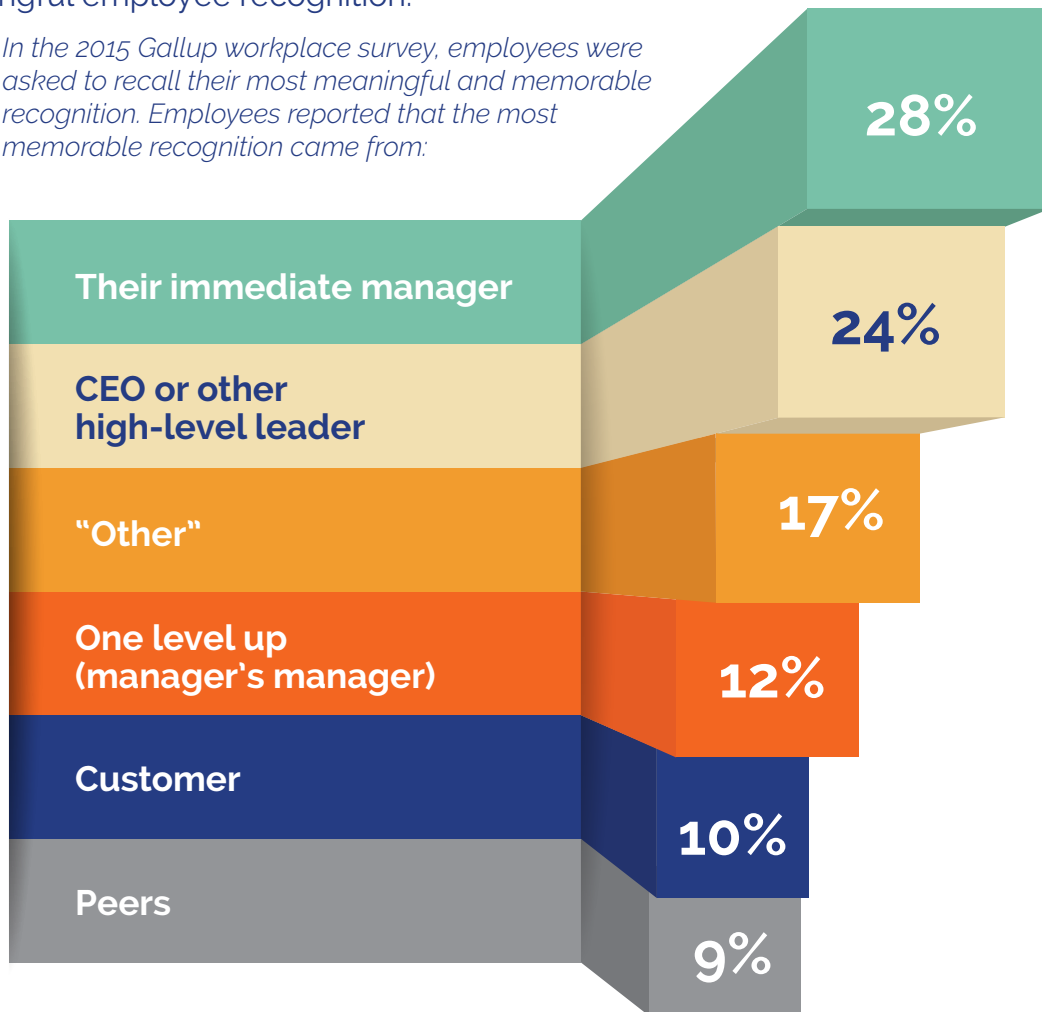
–Thomas Carlyle,  
Philosopher

# THE SOURCE OF RECOGNITION

It is often said that “an employee joins a company, but quits a manager.” An employee’s immediate manager can have the greatest impact on employee engagement and turnover.

All managers are not born with management skills, but a well-designed recognition program can certainly assist management with delivering more consistent and meaningful employee recognition.

*In the 2015 Gallup workplace survey, employees were asked to recall their most meaningful and memorable recognition. Employees reported that the most memorable recognition came from:*



“The way **management** treats **associates** is exactly how **the associates will treat the customers.**”

–Sam Walton,  
Founder – Walmart

# THE 10 COMMANDMENTS OF EMPLOYEE RECOGNITION



1

## Ease-of-Use

Recognition tools need to be easily accessible in a mobile, well-designed, creative fashion. If your program is easy to use, your employees and managers will use it.

2

## Credible

Your recognition program needs to be credible. Millennials will recognize a lack of authenticity in a heartbeat.

3

## Frequent

Recognition needs to be timely and frequent without diminishing its value. Recognition needs to occur as close to the original behavior as possible.

4

## Integrated

Recognition should be integrated with wellness initiatives, retention strategies, and value propositions – in addition to your HRIS System, payroll and Intranet system. Stand-alone programs simply aren't engaging enough – but combined – they can be powerful game-changers.

5

## Aligned

Recognition needs to align with the goals of the organization, in terms of values, mission, and financial and cultural objectives.

*Continued ...*

# THE 10 COMMANDMENTS OF EMPLOYEE RECOGNITION (Cont.)



6

## Leadership Support (Be Involved!)

"We built Starbucks brand first with our people, not with consumers. Because we believed the best way to meet and exceed the expectations of our customers was to hire and train great people, we invest in employees" - Howard Schultz, Starbucks Chairman and Visionary

7

## Personalized

Recognition must be present in a personalized way for each employee, in order to create engaging, meaningful, and authentic experiences.

8

## Rewarding

Programs need to provide a combination of both monetary and non-monetary attributes that empower employee choice. [PTO, Career development, gift cards, merchandise, payroll bonuses charity donations, lunch with the boss...]

9

## Transparent & Visible

The greater the visibility, the bigger the impact. Transparency allows everyone in your organization to monitor performance and celebrate achievements!

10

## Fun

Work is not inherently fun. But, we can make it more enjoyable through positive recognition, and celebration of achievements! A recognition program allows the human side of a Company and its personality to shine.

# CONCLUSION

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If your recognition program does not specifically help achieve business outcomes, you are wasting valuable resources.

Rewards alone do not constitute effective recognition. When you combine non-monetary and monetary recognition, and align your program with the Company's values and objectives, you have the key elements for building a strategic recognition program.

**A strategic recognition program can:**

**Attract Sought-after Talent**

**Retain Key Talent**

**Engage Employees**

**Increase Performance and Profitability**

A well-designed employee recognition program can be one of the most influential tools for driving a positive Culture. It touches employees in a way that appeals to their self esteem, while simultaneously providing a means to drive behavior change more efficiently, cost-effectively, and personally.

The keys to success are: Credibility, Creativity, Ease of Use and Alignment with the overall goals and objectives of the Company.

**Want a great Culture? Start with a great Recognition Program.**

### *About Online Rewards:*

We build customized employee reward and recognition solutions. We aren't in the business of selling gift cards, merchandise or logo-ed items under the guise of a recognition program. Instead we help our clients build meaningful, engaging and rewarding programs that align with Company objectives to help deliver tangible business results.

*See more at [online-rewards.com](http://online-rewards.com).*





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