MASTERING EMPLOYEE RECOGNITION
BOOST RETENTION AND ENGAGEMENT

PROGRAM DESIGN

WORKBOOK

WHAT IS A RECOGNITION PROGRAM?

An employee recognition program is a formal system that recognizes and rewards employees for their achievements, contributions, or performance.

- Reinforces behaviors you want repeated

- Celebrates success

- Expresses appreciation

- Offers empowerment

- Adds value to the employee experience

WHY DOES RECOGNITION MATTER?

"Workplace recognition motivates, provides a sense of accomplishment and makes employees feel valued for their work.

Recognition not only boosts individual employee engagement, but it also has been found to increase productivity and loyalty to the company, leading to higher retention."

- Gallup, 2024

DID YOU KNOW...

6x

Employees who are recognized are almost six times more likely to stay at their jobs than those who aren't.

37%

37% of employees report that employee recognition is the most important thing their manager or company can do to motivate them to produce great work.

14%

Organizations with employee recognition programs see employee performance, engagement, and productivity increase by 14% more than those that don't have these programs.

Zippia. "27 Essential Employee Recognition Statistics [2023]: Need To Know Facts For Managers And HR" Zippia.com. Nov. 13, 2022, https://www.zippia.com/advice/employee-recognition-statistics/

6 STEPS TO SUCCESS

1. Survey stakeholders
- Employees
- People Leaders
- Senior Leaders
- Collaborators

2. Build your outline and budget
- Develop the Why of your program
- Who, What, When, How
- Set your budget for infrastructure
- Set your budget for awards and taxes

3. Gain leadership buy-in
- Build a business case
- Consider an experiential decision basis
- Identify how leaders can support success

4. Establish parameters and tools
- Define program tools and processes
- Create an internal brand
- Roll-out in stages from the top down

5. Launch and communicate
- Build and test tools, ensure a smooth launch
- Announce with fanfare
- Ensure FAQ and support materials are easy to access

6. Follow up and build TOMA
- Report out utilization
- Keep the recognition brand top of mind

STEP 1: SURVEY STAKEHOLDERS

- **Ask Employees:**
  - Do you feel you are recognized for your work?
  - What does recognition look like to you?

- **Ask Managers:**
  - Do you currently recognize your employees? How?
  - What resources would make recognition an easier part of your role?

- **Ask Decision Makers:**
  - Does this organization value the rewards offered by providing employee recognition?
  - Is there an appetite to fund a recognition program?

- **Ask IT:**
  - What parameters are in place to bring in a 3rd party platform?
  - Do we already have any in-house tools we can use?

- **Ask Finance:**
  - Is there discretionary funding available to pilot a recognition program?

Notes:

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STEP 2: BUILD YOUR OUTLINE & BUDGET

Begin by deciding why you want a recognition program.
What are you looking to celebrate or reinforce?

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How will this recognition be delivered?

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TYPES OF RECOGNITION

Peer

Service

Non-Monetary

Public

Informal

Written

Manager

Achievement

Monetary

Private

Formal

Verbal

Senior Leader

Milestone

Hybrid

Employee

Behavior

PLANNING DETAILS

Types of recognition:
Monetary/Non-Monetary/Hybrid

How is the recognition received:
Public/Private

How is the recognition documented:
Formal/Informal

What form does the recognition take:
Written/Unwritten

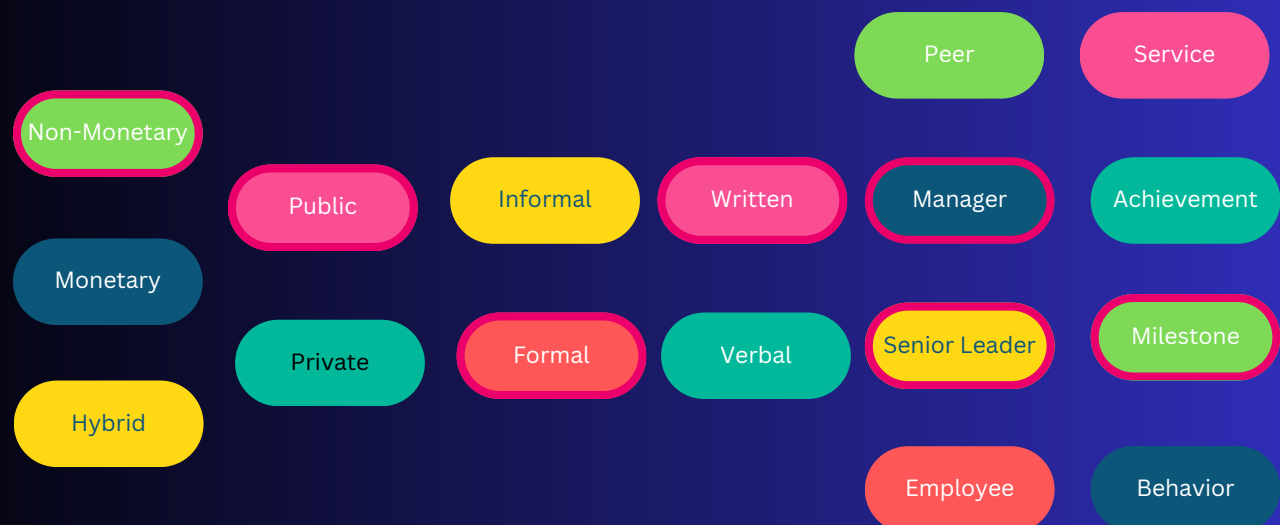**Who is doing the recognizing:**
Peer/Manager/Senior Leader/Employee

Who is receiving the recognition:
Peer/Manager/Senior Leader/Employee

What is being recognized:
Achievement/Behavior/Milestone/Service

EXAMPLE:

Peer   Service

Non-Monetary

Public   Informal   Written   Manager   Achievement

Monetary

Private   Formal   Verbal   Senior Leader   Milestone

Hybrid

Employee   Behavior

This recognition will be non-monetary, public, formal, written recognition of milestones presented by managers and senior leaders. It will be presented as an anniversary celebration announced at a town hall meeting with a certificate presented, and a copy will go into th eemployee's file.

PLANNING DETAILS

Who gives	Who gets	Type	How	When	What's next

LOW COST/NO COST IDEAS

Hand-written note

PTO hours/day

Extended break time

Remote work day

Lunch delivered

Lunch with a Leader

Swag

Gift Card

Internal Shout Out

External Shout Out

Certificate

Trophy

Reserved parking

Job Shadowing Opportunity

Internal Comp

Treat Delivery (i.e. Daily latte)

BUDGET ITEMS TO CONSIDER

1. Program Design and Planning
- Consultation Fees: If you're hiring experts to help design the program.
- Internal Staff Time: The time spent by HR or management teams on planning and development.

2. Platform or Software Costs
- Recognition Platform Subscription: If you're using a software platform to manage recognition (e.g., Bonusly, Kudos).
- Customization Fees: If the platform requires custom features or branding.
- Integration Costs: Integrating the recognition platform with existing HR systems.

3. Rewards and Incentives
- Monetary Rewards: Budget for bonuses, gift cards, or other cash-equivalent rewards and plan for taxes.
- Non-Monetary Rewards: Includes items like extra vacation days, parking spots, or experiential rewards (e.g., tickets to events).
- Tangible Gifts: Budget for branded merchandise or other physical gifts.
- Points System: If using a point-based system, budget for the cost of items employees can redeem points for.

4. Communications and Marketing
- Program Launch: Costs for internal marketing materials, launch events, and promotional items.
- Ongoing Communication: Regular updates, newsletters, and maintaining visibility of the program.
- Training Materials: For educating managers and employees on how to use the program.

5. Training and Support
- Manager Training: Budget for training sessions or materials to help managers effectively recognize their teams.
- Employee Training: Tutorials or guides on how employees can participate in the program.
- Ongoing Support: Costs for customer support or help desk services if using a third-party platform.

6. Evaluation and Analytics
- Survey Tools: To gather employee feedback on the program.
- Analytics Software: To track program effectiveness and participation rates.
- Consultation for Continuous Improvement: If hiring external experts to review and improve the program regularly.

BUDGET ITEMS, CONT.

7**. Miscellaneous Costs**
- Legal Fees: To ensure compliance with labor laws or to draft any necessary policies.
- Administrative Costs: Ongoing management of the program, including any additional administrative tasks or staff.
- Contingency Fund: To cover any unexpected costs or enhancements to the program.

8. Event Costs
- Recognition Events: Budget for regular or annual recognition ceremonies, including venue, catering, and awards.
- Travel Costs: If the recognition involves sending employees on trips or to conferences as rewards.

9**. Technology and Infrastructure**
- IT Support: If your program involves a digital platform that needs regular maintenance.
- Hardware Costs: For any necessary tech purchases, such as tablets or screens for displaying recognition messages.

10. Cultural or Organizational Adjustments
- Culture-Building Activities: Costs for initiatives that reinforce the importance of recognition within the company culture.

11**. Employee Time**
- Participation Time: Consider the time employees will spend engaging with the program and how it may impact productivity.

STEP 3: GET LEADERSHIP BUY-IN

Build your business case.
- Stats
  - Gallup: State of the Global Workplace
- Budget
  - General rule of thumb is to budget approximately 1% of the total compensation budget
  - Incentive Research Foundation Budget Calculator
- Expected Outcomes
  - Predict the shift in behaviors, scores, retention, etc. you expect to achieve with this program.
  - Go into generalized detail about "What's in it for"
    - Me: What can the individual employee expect to gain from this program?
    - Us: What's in it for the overall employee population?
    - Organization: What benefits will the overall organization gain from this program?
  - Resource: Awardco ROI calculator

Consider an experience based business case.
- Present your decision makers with their own moment of recognition. Utilize the emotion attached to this moment to demonstrate the power of employee recognition.

Identify ways Leaders can support the success of this program through all levels of the organization.
- Send follow up notes.
- Celebrate recognition in town hall meetings.
- Meet with recognized employees in skip level meetings or lunches.

STEP 4: ESTABLISH PARAMETERS & TOOLS

- Define the program goals and processes.

- Partner with internal teams to drive success and internal branding. IT, Marketing, Workplace, Payroll, etc.

- Create an easy to understand guide to program utilization.

- Roll the progam out from the top down. Leaders are more likely to champion the program if they feel like an SME before roll out.
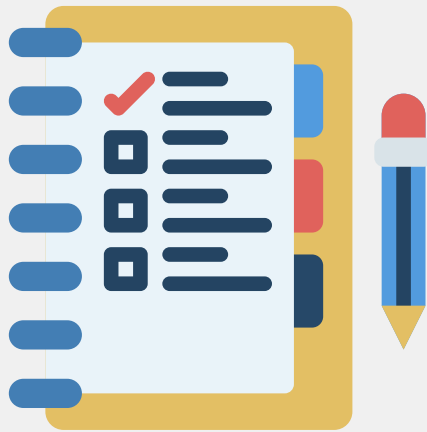
STEP 5: LAUNCH & COMMUNICATE

- Meet your audience where they are. Utilize tools already commonly utilized by your audience.

with

- Launch with fanfare. This is exciting, be sure to put the energy you want out of the program into it's launch.

- Provide an FAQ that is up to date and easy to access, think Wiki, Confluence page, Intranet, etc.

- Remember, you can always add, consider launching with a smaller program and let employees know, there is growth planned.

REMEMBER YOU CAN

ALWAYS

ADD MORE

Taking Away
will be more difficult

STEP 6: FOLLOW UP & BUILD TOMA

- Build an internal brand and Top Of Mind Awareness. Keep things fresh and at the forefront.

- Share the success of the program, even if it's getting a slow start.

- Consider swag or visual rewards. These items keep the program visual and adds it to the vernacular of the business.

Notes:

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EMPLOYEE EXPERIENCE**

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