

Employee Recognition for Leaders

Benefits

Forbes research found that modern, re-engineered recognition programs can have a huge impact on business performance. Companies that scored in the top 20% for building a “recognition-rich culture” actually had 31% lower voluntary turnover rates. Nearly three in four workers value praise from peers and managers, colleagues and a fun office environment more than they value gifts, cash awards or lofty job titles.

- 41% of companies that use peer-to-peer recognition have seen marked positive increases in customer satisfaction. (SHRM)
- Companies with strategic recognition reported a mean employee turnover rate that is 23.4% lower than retention at companies without any recognition program. (SHRM)
- In these environments, (where opportunity and well-being are part of the culture) strong manager performance in recognizing employee performance increases engagement by almost 60%. (Towers Watson)
- Peer-to-peer is 35.7% more likely to have a positive impact on financial results than manager-only recognition. (SHRM)
- When companies spend 1% or more of payroll on recognition, 85% see a positive impact on engagement. (SHRM)
- “In those organizations in which individual employees or teams are recognized, the entity’s average core for employee results was approximately 14% higher than in organizations in which recognition does not occur.” (Bersin by Deloitte)
- When asked what leaders could do more of to improve engagement, 58% of respondents replied “Give recognition.” (Psychometrics)

Tips for Employee Recognition

Key employee recognition trends:

1. Recognition continues growing as a key business process focused on behaviors.
2. Culture is an increasingly important factor in the battle for talent.
3. Social Recognition fosters recurring recognition.
4. Mobile recognition facilitates timely social recognition.
5. Measurement proves the effectiveness of recognition.

Make Recognition Timely: Catch team members doing something good and make sure you acknowledge it in a timely manner. Giving praise 6 weeks after the fact will lose its impact.

Be Authentic: Use the team member’s name and be genuine when delivering their recognition. Make sure you recognize their efforts, contributions and their results.

Make it Public (if applicable): Make the recognition public (like a town hall or team meeting) IF that is acceptable with the team member. Make sure you know how the team member likes to be recognized. There are some team members who do not like to be recognized in public.

Tie Achievement to the Business Goals: Recognition that is tied directly into business goals will increase the likelihood that the behavior is repeated. Team members who receive regular recognition increase their personal productivity.

Relate to the Team Member’s Perception of Value: Some team members are motivated by money, others are motivated by public praise and others can be motivated in different ways. Find out what motivates your team members and link to that recognition strategy. Successful leaders make people feel important and appreciated.