

awardco

June 1995

U.S. \$2.50 Can \$2.75

it's time to

reimagine recognition

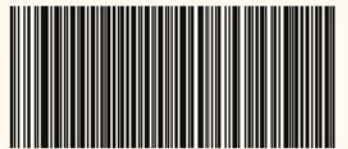
the big 3
of recognition

quiz: What
recognition
type are you?

out with old &
in with **the new!**

horoscope
your future recognitions!

plus: What do
your employees
really need?



award.co



Bronson Dameron has served as the editor of Awardco magazine since 1996.

Teen Beat Magazine, Recognition, and YOU!

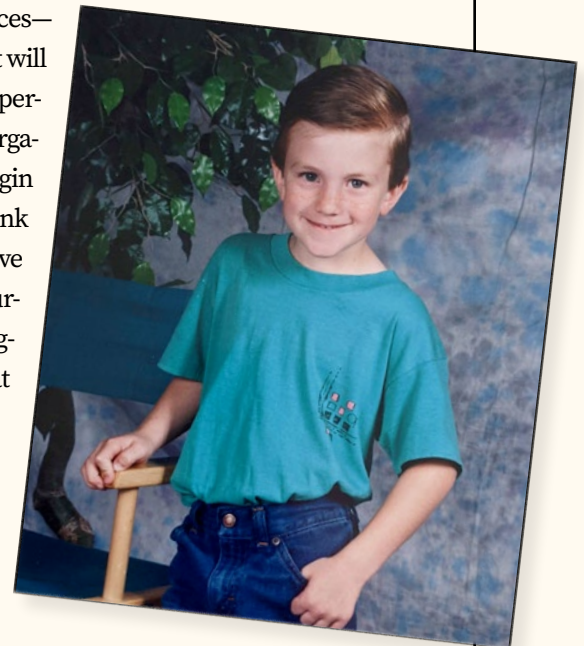
As we were thinking of the best way to communicate why it's important to recognize and reward employees, and how to best convey our latest and greatest best practices of recognition, we were reminded of teen magazines from the 90s. (Yes, we're THAT old). The connection might not seem obvious right off the bat, but stick with us! As you read through this wannabe teenybopper magazine it should become more clear: we need to tackle employee recognition with the same passionate fandom we reserved for Jonathan Taylor Thomas.

Recognition can be a powerful tool, but with everything else on the modern HR professional's plate, it often becomes an afterthought. With a little thought and direction, recognition can be the most powerful way you engage with and retain your employees! It can literally change work from the ground up, and even change a life. Just take a second and think back on how you felt when somebody told you that you did a good job. It felt pretty great, right? Now multiply that by the size of your organization. *Recognition really IS all that and a bag of chips!*

But where do you begin? What's the best way to recognize? HOW do you employ recognition in your work? What are those ever-elusive best practices?

Well, we've got some best practices—and more. We have something that will give you a fun, funky, and fresh perspective on recognition in your organization. We'll show you how to begin thinking about it (or how to rethink it), and how to actually DO it. We've taken the old “once-a-year-on-your-service-anniversary” idea of recognition and tossed a glitter bomb at it. Or a tie dye kit. Take your pick.

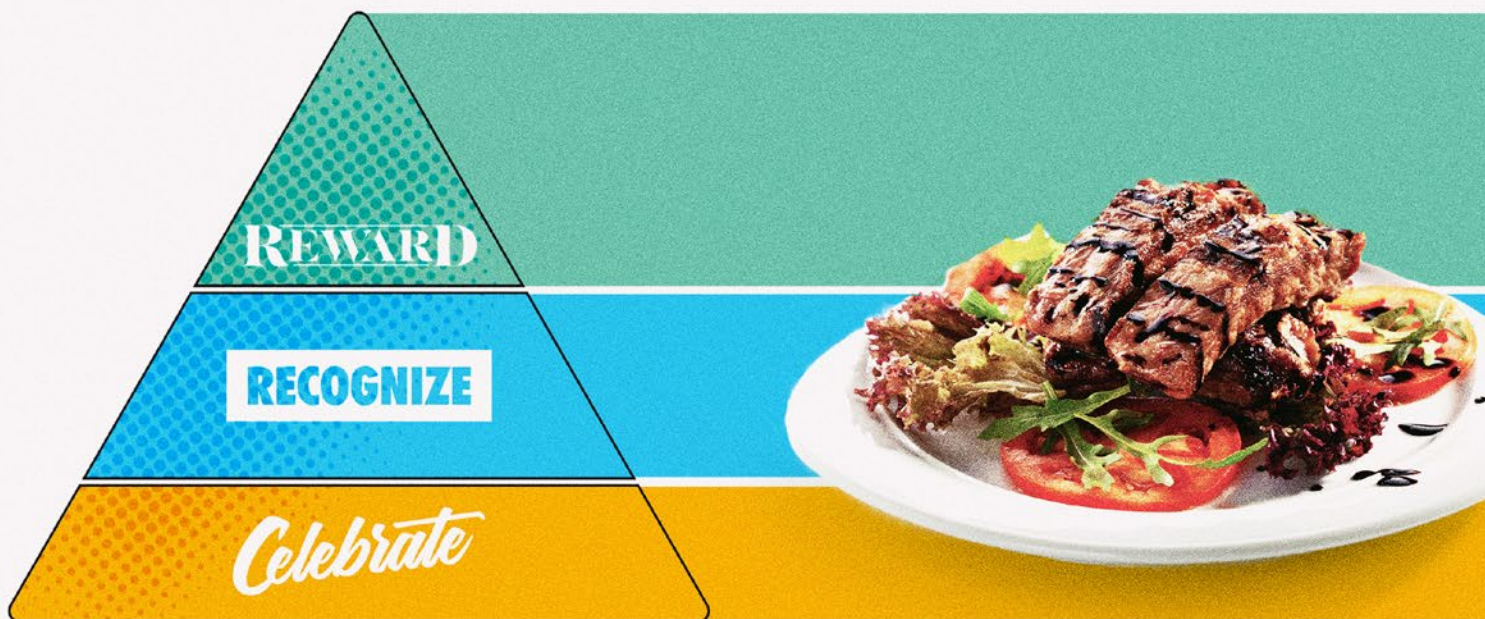
If that sounds intimidating, don't worry. We'll walk you through how to reimagine recognition, one-90s-reference-at-a-time.



Respect the Past, Look Forward to the Future!

Recognition in many organizations has been stuck in the past with plaques that are gathering dust on desks and closets full of last year's employee summit windbreakers. (Check out our last eBook for more on that.) It's time to reimagine recognition into something new—something that celebrates every employee, recognizes exceptional effort, and rewards incredible achievement. It's time to *get jiggy with it*, so to speak.

To reimagine recognition in your own organization, think of a pyramid. You may have heard of Maslow's Hierarchy of Needs? Or perhaps the food pyramid so many of us grew up seeing in those early morning cereal commercials? (Now it's a plate, but we digress.) Well, we've reimaged recognition into something similar: a totally fly way to remember where to begin and where you can take your recognition programs.



The Big 3 of Recognition

Reimagining recognition is about using your company values to foster purpose-driven achievement and effort in your employees. In fact, purpose-driven companies outperform the stock market by **42%**! When employee effort and company values align in powerful ways, employees need to be recognized for that and then rewarded.

And guess what? 93% of employees feel their work has greater meaning and purpose when their company has a solid recognition program tied to company values. And when employees feel greater meaning and purpose that leads to **12%** more productivity, **9.4%** faster growth rate, and **62%** lower health-related costs. How much are you losing out on by sticking with your old recognition programs?

Maybe it's time to get jiggy with it and reimagine recognition in your workplace. This will lead to a cycle of showing, seeing, and feeling values in organizations. The awesome recognition pyramid we mentioned above is at the heart of it all as we celebrate, recognize, and reward the people around us.



Reward Exemplary Effort

When something is truly amazing, it should be rewarded. We suggest **1 reward program** that highlights truly exceptional performance.

Recognize Achievement

Some go above the call of duty, and that deserves a shout out. **2 recognition programs** is a solid start. Consider a spot recognition program and a manager nomination program.

Celebrate Everyone

We're all human, and all deserve to be celebrated just for that. We recommend at least **3 celebration programs**: birthdays, service anniversaries, and employee appreciation day.

Celebrate EVERYONE

We're all humans here. Well, hopefully we are—we've all questioned the humanity of some of our coworkers at one point or another—and everyone deserves to be celebrated! Recently, humans have been degraded to a resource called "human capital," and we think that should bother us all. Have we devalued each individual so much that we now see them as a cog in a wheel, a resource to be exploited and managed? Gross.

Whatever your viewpoint on the whole "human capital" thing, it stands to reason that every single individual in your organization deserves to be celebrated simply because of who they are—and there are multiple ways to do that. *Everyone has a birthday. Everyone has a work anniversary. Every company celebrates at least one holiday.* And you know what else? Every organization should have an employee appreciation day.



These days are perfect occasions to celebrate your employees for devoting a sizable portion of their day (and life!) to you. Birthdays and service anniversaries are especially great for this, and are an important part of a balanced recognition program (just like those "Grrrrreat!" *Frosted Flakes* you used to eat every morning).

The point is that everybody deserves to feel like they're *king of the world* at work every so often, and as we all strive to celebrate people just for being who they are, we'll build that sense of community and belonging that every good organization needs.

Fortunately, most workplaces understand milestone recognitions are important. If they don't (and if you're in one of those organizations) then maybe there are bigger problems to worry about. But we'd like to let you in on a secret: *celebrating everyone doesn't have to be hard.* You can automate all your milestone celebrations on platforms like Awardco to take the busywork out of trying to remember every birthday or anniversary.

In other words, if you're sitting in freezing water while trying to keep the rest of your programs afloat on a door...there's room for you too on that door! Get out of that freezing water, save yourself (some time), AND save your programs!

As you can tell, we're still not entirely over that ending in *Titanic*. I mean, come on. **THERE WAS ROOM ON THAT DOOR!**



Awardco Quiz

Your recognition persona!

1. When you recognize someone, how do you like to do it?

- A** Loud and proud, baby! They worked hard, and other people deserve to know it!
- B** I like to get to know the person first to discover their favorite way to be recognized.
- C** Frequently and quickly – no time like the present to recognize!

2. How often should people be recognized?

- A** Whenever they do something great!
- B** Frequently, but not so frequently it makes recognition meaningless.
- C** Only after achieving incentives, like sales quota.

3. Who should do the recognizing?

- A** Peers only! It means more coming from a peer.
- B** Managers! When managers recognize, it can give a big boost to motivation!
- C** Peers and managers! Why not both?

4. What's your favorite type of recognition?

- A** A tangible item that lets people know I care.
- B** Cash – everybody likes it!
- C** The power to choose my own reward from a nearly limitless catalog. You can't beat the power of choice!

5. Who's your favorite 90's band?

- A** Boyz II Men
- C** Spice Girls
- E** Backstreet Boys
- G** Mariah Carey
- B** Fresh Prince
- D** Britney Spears
- F** N'Sync
- H** Nirvana

"I Want it That Way" can apply to recognition, too!

Score 1-10

Recognition Superhero

You actively look to recognize others and build them up by swooping in to save their day from negativity!

Score 11-20

Silent Guardian

You avoid the spotlight but listen, observe, and act behind the scenes to bring the light of recognition to others.

Score 21-30

Galvanizing Leader

Wherever there's a cause (or person) to champion, you're there with direction, inspiration, and excitement to lead the way.

Score 31-40

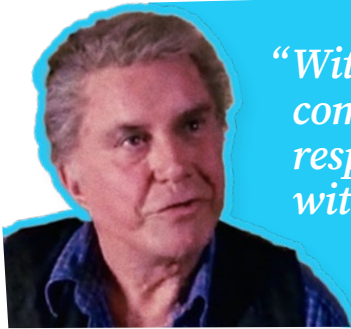
Stalwart Supporter

People can always count on you to be there no matter the situation. You strengthen others and stand with them through thick and thin.

SCORING: 1-A-1, B-2, C-5 2-A-5, B-2, C-1 3-A-1, B-2, C-5 4-A-5, B-2, C-1 5-A-1, B-5, C-10, D-5, E-15, G-5, H-10

Recognize High Performers

When you've got a great foundation of celebration in your organization, it's time to start recognizing those that excel. Recognition can help drive the behavior your values promote, and to be effective must be given out early—and often. It's just like our favorite quote from an old favorite:



“With great employee effort comes a great corporate responsibility to recognize with greater purpose.”

– Uncle Ben

Maybe that quote is a little sticky. Or a little threadbare. Perhaps a bit spindly. But you get the idea.

Now, before you tell us to *talk to the hand* for that metaphor, remember that recognizing your high performers shouldn't be overwhelming. You can build all kinds of programs that can help with this, including sales incentives, wellness programs, work from home initiatives, referral programs, value spotlights, spot recognitions, and much more. Recognition should be as inclusive as possible. In other words, let everyone (leaders AND peers) participate in recognition programs to make sure everyone has a chance to be noticed. As behavior is recognized, a higher sense of self-esteem and achievement will rise in your employees.

One more thing that will help drive the effectiveness of your recognition programs: reward variety and employee choice. When one type of recognition or reward is relied upon too heavily, it becomes mundane and insincere, which will ultimately weaken its value. Your strengths lie in a variety of programs and a variety of rewards. Consider giving employees more power to **choose their own rewards**, and you'll find this step of recognizing your employees becomes even easier.



RECOGNIZE

Your Sign!

Find out what celebrations, recognitions, and rewards lie ahead in your future!



Jan 20 – Feb 18

Aquarius

Recognizing others will bring you great joy and will bring people together. Forge ahead with quiet fortitude. A vacation is in your future.



Feb 19 – Mar 20

Pisces

It's time to dial it in and focus on that thing you've been dreaming about. When you do, you'll find unexpected success! Treat yourself today, then buckle up.



Mar 21 – April 19

Aries

A meaningful recognition from a trusted peer will bring you great satisfaction, and will clear the path to greater accomplishments. Discipline will yield great fruit!



April 20 – May 20

Taurus

You've been focused on the routine for too long, but don't worry: look outside yourself to others and your goals will be realized. Flexibility is key!



May 21 – June 20

Gemini

Your observation will pay off. Now it's time to use your skill as a communicator to share your ideas. Focus on your goals, the reward will come!



June 21 – July 22

Cancer

Your skill in reading others' emotions is rare, and you'll have an opportunity to recognize someone soon. Don't let it pass—you can effect great change!



July 23 – August 22

Leo

You've been working hard, and it's time to let the results speak for themselves. Exercise your creativity outside of work, and look for someone to serve.



August 23 – September 22

Virgo

Your attention to detail and desire to follow the instructions will pay off in spades. Seek to understand the bigger picture and help others.



September 23 – October 22

Libra

Being assertive has always been hard for you, but now's the time. Negotiate and work with others to find the best path forward. Recognition will be your guide!



October 23 – November 21

Scorpio

You're too worried about, well...everything. Look inward to find your strength, and reflect on the goodness you've brought to others.



November 22 – December 21

Sagittarius

Set that grand idea into motion, and put it in writing! You are the expert of your own future, and you can lift others along the way. Stay away from cynicism.



December 22 – January 19

Capricorn

You are a go-getter, and are recognized for the ambition and production you provide. However, compassion will be important. Seek to recognize others!

PART OF A BALANCED
ENGAGEMENT STRATEGY!

AwardcOh's

CEREAL



PRIZE
INSIDE

A service award
in every box!



MANAGER-TESTED,
EMPLOYEE-APPROVED!

 awardco



Reward Your Power Players

Now that you've got a dynamic duo of celebration and recognition, it's time for the pinnacle of reimagining recognition: rewarding those employees that truly knock it out of the park.

You will always have employees that truly exceed expectations and do incredible work. Those power players need to know they're seen—and they need to be rewarded often. Now, anyone who's been in a budget squabble might think this is unrealistic, but just think about this: the cost to reward your most valuable players is very small compared to the cost of losing them. This should be a “No, duh!” moment.

When rewarding your best employees, make sure you consider multiple forms of rewards. Things like a public ceremony (if that's their thing), a commemorative award, a monetary amount, or perhaps the most



potent: the power to choose their own reward coupled with the recognition you already have planned to give them. The Spice Girls said it best—*all you need to do is ask your employees what they really really want*. You might notice a theme here: we're big on choice. In fact, studies have

shown that more choice in rewards leads to an increase in performance by as much as 40%!

As a bonus, here's a fun tip you might want to keep with you *like a scrunchie on your wrist*: letting employees earn and claim their own rewards (without the recognition of a manager or peer) removes administration time and improves program adoption. Think wellness, training, competitions, and more. Incentive programs can be a thing for your reward programs, too! And in case you were wondering, Awardco can easily help you do this through our Earn feature. Neat!



Gettin' Jiggy Wit It

Like we said, it's time to get jiggy with the way you think about rewards and recognition. And maybe, after all this, you might be wondering: "How are we going to begin to do all that?"

It turns out that's the easy part. Just *take a chill pill*, start simple, and resist the urge to make things complicated. We've found a good rule of thumb on recognition programs is the 3-2-1 rule:

- 3** programs that celebrate everyone
- 2** programs that recognize high-performers
- 1** program that rewards MVPs

A simple, yet thoughtful approach to recognition will make all the difference when promoting your program internally, especially to stakeholders in your company. Focusing recognition on the values and behaviors you're hoping to cultivate within the organization will help drive ROI with higher retention and improved performance. And that's totally something everybody can get jiggy with.





Now that you understand the balanced approach of celebration, recognition, and rewards, it's time to do something about it. Saturday morning cartoons are over, your cereal bowl is empty, and it's time to face the day.

Change the way your organization engages its employees. Celebrate everyone, recognize the achievers, and reward the top performers—all from one centralized platform. Consolidate your recognition and rewards efforts by using Awardco, and as you do we promise to give you a platform that truly rewards, a solution that actually builds culture, and a way to engage with your employees like never before.

Our team is eager to talk with you about reimagining recognition—or whether Ross and Rachel were really on a break or not.

Call Now!
to get your front
row tickets!



**Associates are
standing by.**

800-320-0893