

Using Recognition Strategically



Recognition is a very effective way to drive employee engagement. When done well, it demonstrates respect for the employee, it connects us to the purpose or importance of our work, and it helps build relationships. But not all recognition is created equal. Make your way through this worksheet to help you build the skills to make the most of your recognition moments. Can

you spend 10 minutes a week considering great work? That amount of time can make a big difference!

HOW: The Three Steps to Strategic Recognition

Tell the ACTION	Connect to a VALUE	Share the IMPACT
Ex. Thanks for taking the time to gather a group of folks together to eat lunch with the new employee.	Ex. This is a great example of our Teamwork Value.	Ex. Not only was this action welcoming to the new person, it also provided him time to ask questions of his peers so he will be ready more quickly!
Your turn:	Your turn:	Your turn:

Just because you are being thoughtful about including the most powerful information, doesn't mean you can't have your personality shine through!

Consider: What might be the impact if we don't use these Three Steps when we discuss or write a recognition?

WHAT: Recognise What You “Want to See More”

WHAT do you want to see more of?	Who already does it? Recognize them!
Ex. Team members meeting project deadlines OR Making eye contact and greeting customers.	Ex. I'll use the Three Steps to recognize Jenna for how she consistently greets customers. It may be technically part of her job, but she does it in a way that can remind others to model her!
Your Turn:	Your Turn:

Consider: Above and beyond actions tend to stand out as opportunities for recognition, but which actions that are “part of our jobs” can we increase our focus on?

WHEN: Be Frequent, Visible and Consistent

1. Say “Thank you” once a **day**
2. Write an eCard once a **week**
3. Start a meeting by asking for a recognition once a **week**
4. If applicable, share a reward once a **month**

Just think: If we make this a habit it will have a huge impact on the amount of recognition in our culture! If 20 people do these things, it adds 1000 eCards and 5000 Thank yous a year!

Consider: What might prevent us from a consistent recognition focus? How can we overcome those obstacles?