

## Topic 5:

# Recognition and Reward

*Have you ever worked really hard on a project and were recognized for it? It's a great feeling, right? Recognition is a carrot...a little something that keeps you going. You know that your efforts were valued. And that's the beauty of recognition. It's a key component (if not the key component) to retaining and engaging employees.*

### What's the difference between recognition and rewards?



Recognition is more relational and psychological. A simple thank-you checks this box. It's priceless, intangible, and non-transferable.



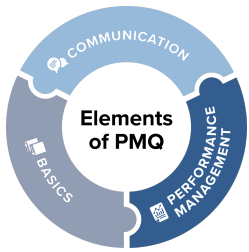
Rewards are transactional. If an employee performs well, they will receive a reward of something of value. A gift card to a local coffee shop is an example. It's valuable, tangible, and transferable.

### Can I give recognition without rewards?

Yes! You can give recognition without rewards. However, the opposite is not true. You can't give rewards without recognition.

#### What are the benefits of employee recognition and rewards?

- Attract and retain key employees.
- Raise employee morale.
- Motivate employees.
- Elevate employee and team productivity.
- Reinforce organizational expectations and goals.
- Increase competitiveness, revenues and profitability.
- Improve quality, safety and customer service.
- Reduce employee stress, absenteeism and turnover.



## What can I do to make my recognition and rewards program successful?



### Be genuine

Say what you mean, and mean what you say.  
Focus on being sincere, authentic and grateful for what you're recognizing.  
Be aware of your posture, tone and words to help convey a positive message.



### Be specific

Say specifically what you are thankful for.



### Be unique

Make sure the reward is something the employee wants to receive.



### Be empathetic

Use empathy to relate to your employees, develop deeper trust, better understand their needs and improve approaches to challenges and failures.



### Be timely

As soon as you realize or notice a good thing going on, mention it.

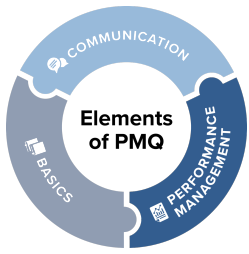


### Be consistent

Be sure to document good things as well as areas for improvement.

### What common blunders derail recognition and rewards programs?

- **Praising everyone:** It's important to recognize people, but trying to recognize everyone detracts from the truly recognizable moments.
- **Playing favorites:** There are usually people who naturally perform better than others, and it's easy to praise them. This may have a negative effect on the morale of your team.
- **Backhanded compliments:** Avoid statements that say something nice while also putting someone down. It's rude and can cause friction and miscommunication—maybe even claims of discrimination.
- **Social media abuse:** Don't blow off steam or mention specific employees on social media.



# Recognition and reward ideas

 <p>Handwritten thank you card</p>	 <p>Team lunch or coffee</p>	 <p>Random treats for staff</p>
 <p>Decorating cubicles or offices for special events</p>	 <p>Extra paid time off</p>	 <p>Gift card</p>
 <p>Free car wash</p>	 <p>Massage day in the office</p>	 <p>Access to special training or program</p>
 <p>Culture trophy</p>	 <p>Peer recognition cards or software</p>	 <p>Wall of fame</p>
 <p>Stock options</p>	 <p>Spot bonus</p>	 <p>And so much more!</p>