

ENGAGE EMPLOYEES THROUGH RECOGNITION AND REWARDS



WHY RECOGNIZE AND REWARD

Both recognition and rewards are powerful tools in changing behavior and generating results.

EFFECTIVE RECOGNITION:

- *Improves customer satisfaction.*
When employees feel valued and appreciated, it's much easier for them to strive to make customers feel valued and appreciated.
- *Changes culture.*
According to Rosabeth Moss Kanter, a leading expert in motivation and recognition:
"Recognition creates role models and heroes and communicates standards. It says: these are the kinds of things that are valued here."

When you publicly recognize an employee for a particular contribution or task, others learn what is important. It's a powerful way to communicate expectations without lecturing!

- *Builds loyalty and improves retention.*
Studies conducted in all industries and in companies both large and small, consistently show that employees choose to stay with an organization that makes it a point to communicate the simple message: "You matter."

When done appropriately, an expression of appreciation and acknowledgement of a job well-done with personal words or in a note can have as much impact on employee satisfaction as receiving a gift is perceived to have.

REWARDS, OF COURSE, ARE EQUALLY IMPORTANT; THEY:

- *Motivate and drive increased performance.*
Most workers find a "comfort zone" of acceptable performance. A reward pushes employees to strive for the next level.
- *Become an outward symbol of success.*
Employees obtain socially acceptable bragging rights when presented with an award. It's okay to display a plaque, share details of an incentive trip or show-off a new watch.
- *Build goodwill.*
Employees long remember a reward for which they worked hard to achieve.

RECOGNITION AND REWARD SYSTEMS



To deliver maximum results, recognition and rewards efforts need to go beyond being annual “programs.” They need to be an on-going process linked to long-term strategic goals. A well-designed recognition and rewards system:

- ***Reinforces and encourages positive behavior.***
Research shows that when a person receives a positive response for doing something, he or she will likely continue that behavior.
- ***Improves employee performance.***
Using recognition to reinforce desired behavior leads employees to work better, faster and smarter.
- ***Improves morale and employee attitudes.***
Recognition creates a positive work environment. Attitudes spread quickly. Cheerful employees inspire others to be one of the group.
- ***Retains and attracts good staff.***
Employees report being more satisfied with their jobs when they feel appreciated and when they believe that what they do matters. This is extremely important in keeping good workers and in having them refer qualified candidates.
- ***Improves customer service.***
Both internal and external customers are positively or negatively impacted by the employees they deal with. Satisfied employees create satisfied customers.
- ***Increases productivity.***
Employees who receive regular recognition work smarter and more effectively. They better understand what is expected and will work diligently to meet or exceed those expectations.