

Top 10 Tips for Running Successful Strategic Recognition Programs



As organizations continue to vie for and retain talented contributors, strategic employee recognition programs become an important part of the total work experience. Effective recognition programs encourage employees to give more discretionary effort, thereby improving company performance.

We work with some of the world's leading companies to build engaged, positive workplaces where employees fully understand and share the company vision and values. They know their work and extra efforts to help achieve the vision will be recognized and appreciated.

Each year, we conduct a series of client workshops to help you define your goals and the necessary steps to achieve them. We recommend best practices proven to deliver high ROI by our leading Global 2000 customers.

Globeforce's 'Top 10 Tips' for Running Successful Strategic Recognition Programs

- 1. The Tempo Starts at the Top**
- 2. Establish Program Goals & Objectives**
- 3. Reach as Many People as Possible as Often as Possible**
- 4. Promote It or Perish**
- 5. Offer a Great Choice of Rewards**
- 6. Match Awards to Achievements**
- 7. Ensure a Recognition Moment**
- 8. Involve Program Participants – Invite Their Input**
- 9. Call All Managers to Training**
- 10. Establish Key Indicators of Success Early**

1. The Tempo Starts at the Top

To effectively build a culture of appreciation, a strategic employee recognition program should be driven by a core, in-house program management team that encourages employees to make “recognition” a part of their daily work life. This team manages the program globally and ensures company-wide consistency by setting program goals, objectives, processes and benchmarks in addition to defining measurements of success.

Senior-level validation of the program itself and of the in-house program management team is essential. A highprofile, senior-level executive must act as the program champion, responsible for driving global program awareness, validating the program goals and supporting the implementation of the program. Likewise, local program champions should be identified to validate the global program and drive the program objectives locally.

2. Establish Program Goals and Objectives

Clear program guidelines are the foundation of every successful recognition program. The project management team should establish three to four succinct and easy-to-understand program goals that reflect the organization’s overall objective for implement-

ing the program. Any employee recognition program should be grounded in the organization’s corporate strategy, identifying key areas where employees can make a difference.

3. Reach as Many People as Possible as Often as Possible

Successful programs recognize contributors frequently, at all levels and across all geographic regions, for their genuine contributions to the organization. The more people receiving awards, the greater the awareness that the company is engaged in recognizing and rewarding its people. Better results are guaranteed by frequently rewarding more

people with smaller rewards, than rewarding few people, infrequently with larger rewards. This higher frequency will help drive program visibility—a critical component to creating a recognition culture, and thereby increasing productivity and positive energy in the workplace.

4. Promote it or Perish!

The development of a comprehensive communications plan raises awareness of the program, increases participation, boosts performance, and most importantly, helps to build an appreciation culture. In developing the plan, an organization must consider the following objectives:

- * Top-of-Mind Awareness: To reach all eligible program participants and make them aware of the new program
- * Understanding of the Program: To reach all managers to inform and educate them about the program goals and processes.

Launching an employee recognition program is like launching a new product – it requires continuous

communications through all stages of its lifecycle to keep it active and effective. Program managers must carefully select the most effective communications channels for ensuring their program messages stand out from all other corporate “noise.”

“Implementation is really the primary differentiator between employee reward programs at companies on America’s Most Admired Companies list and their peers—communication, aligning reward programs with business priorities and operationalizing the pay for performance relationship.”

- Hay Group research in conjunction with Fortune magazine, March 2008

5. Offer a Great Choice of Rewards

An essential part of any program is making sure the rewards are actually motivating and memorable to program participants. By offering the world’s largest reward selection, global organizations can ensure that every one of their program participants will have a broad choice of rewards that are culturally relevant and locally meaningful to them - no matter where in the world they reside.

Successful programs are those that deliver both consistency and “meaning” on a global scale by ensuring their program offers access to literally millions of different prize, gift and reward options across all 5 continents.

Interested in reading tips 6 through 10 on how to run a successful strategic recognition program? [Click here](#) to request the complete white paper, “Top 10 Tips for Running Successful Strategic Recognition Programs”!