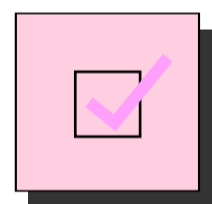
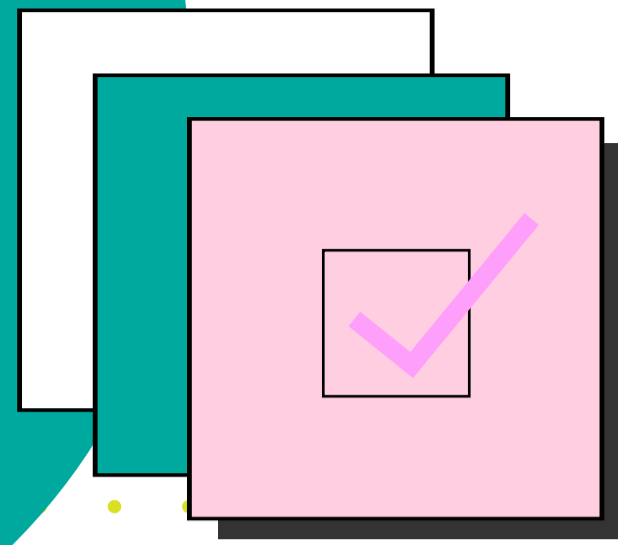


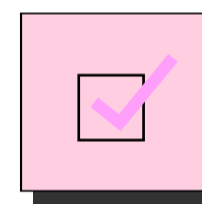
The Employee Recognition Program Checklist



Value Statement

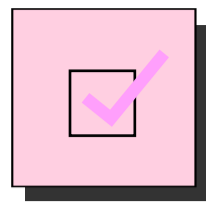
Define a value statement for the program. Create a value statement that defines what the company is to its employees, what employees can expect, and what the company stands for. This is the foundation for not only the recognition program, but for the employer brand.

A successful recognition program can enhance established company culture, or it can help build a new one. The best recognition programs align with company values. Leadership teams that consistently reward employees for acting and performing inline with values simultaneously reinforce those values through the execution of day-to-day tasks, blending recognition seamlessly with company identity.



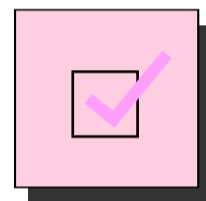
Timing + Consistency

Effective recognition is not so much about what, but more about when it's given. Recognize an employee the moment they perform. Timely delivery of rewards tied directly to values and continuously propped up by consistent kudos will ensure employees feel the positive impact. It can't be stressed enough—values are important in launching and continually benefitting from an employee recognition program. Consistency is important in effectively driving effective marketing campaigns, and it's important in driving the culture change that results from a good program. Employee recognition is a long-term employer brand strategy—not a quick turnover fix.



Manager Goals

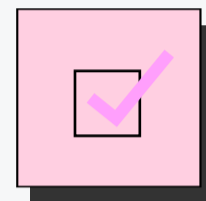
Who will be giving out the most recognition? Decide if managers will do recognition or if peers will be enabled to give each other kudos. Set goals for managers tied to frequency and values and hold them accountable. The C-suite should participate in recognition as well and they should recognize managers and employees alike in order to keep the heart of the program beating on all levels of the organization.



Campaign

Promote your recognition program. Create language based on the values you want employees to reinforce with each other and with customers. Build buzz about the program verbally, through chats, emails, or bulletin boards.

Put your recognition program on rails built to last and adapt. Make sure you choose a digitally scalable provider to host and support the program you envision. Digital transformation has left some employees overwhelmed with digital fatigue. Finding the right system for your employee recognition is critical. Look for a tool that integrates with the systems and tools your business already has like collaboration apps or even legacy HRIS systems. Everything from feedback to task management, platforms designed to adapt a company's visual brand and act as a communication, reporting, reward, and social hub allow recognition programs to seamlessly blend with day-to-day operations.



Rewards

When budgeting for a recognition program, consider reward types. Identify what employees want, and how they want to be recognized. Some people prefer simple, private thanks for a job well done. Others feel most valued by public acknowledgement. Every employee is different, and it is crucial to understand them to determine how to best empower them to continue to provide the company with their best effort. Rewards can vary from gift cards and merchandise to experiences or company-specific perks. Be sure that the medium supports the type of rewards chosen. Some platforms provide extensive reward catalogs that allow employees to accumulate and redeem points for rewards they really want, and work with your company to provide brand-specific programs and merchandise.

