

Achievers

2013 Trends in Recognition: Four Best Practices to Positively Impact Employee Success

Trend 1: Embrace Peer-to-Peer Recognition in Every Direction.

The reality is many companies are doing this today. They're not just allowing peer-to-peer recognition and opening it up to every employee, they're actually allocating budgets to allow any employee to recognize and reward any other employee on a weekly basis, or at their discretion. Crazy? Not at all.

The fact is, once you identify the key behaviors that promote your company values and drive Employee Success, the act of peer-to-peer recognition has many valuable benefits. These include:

- ✓ Amplify the daily reinforcement of behaviors your company believes in
- ✓ What gets recognized, gets repeated, so you'll see more of those behaviors

- ✓ Recognition drives employee's intrinsic motivation, increasing their engagement
- ✓ Quickly identify key performers – and high potentials
- ✓ Weed out non-performing employees
- ✓ Begin to identify potential leaders who embrace recognition and do it naturally

Think of how powerful this is. Assuming you can trust the employees you've hired (and if not, why did you hire them?) you have leveraged the whole organization to promote desired behaviors on an ongoing basis.

And if you don't think people will participate, think again. There are hundreds of successful companies we've worked with that have implemented a program and have seen tremendous usage and measurable success beyond their wildest imagination.

Trend 2: Recognize Performance, Not Presence

Companies are making a shift. Even more, now on the heels of the financial crisis, organizations are scrutinizing budgets and ensuring there is a return on investment on all costs. One of the costs under scrutiny is annual years of service programs. It's a \$46 billion market in North America that arguably isn't providing any value to organizations. If you think that's a harsh statement, ask yourself if you've ever worked any harder, or stayed with a job an extra day to receive a long service award. It's also doubtful that service awards will be a draw for candidates in the recruiting process.

So what's the problem with years of service programs? All they do is reward people for sitting in their seat and breathing. In fact, every employee, whether they're a top performer, high potential, average or non-productive employee, gets recognized and rewarded equally.

Remember Etch-a-Sketch? Of course you do!

The beauty of Etch-a-Sketch was that with one swoop, everything was erased. Now think of your of current recognition program. Erase the recognition practices (or lack thereof) that you have today. And picture every single employee having the ability to formally and publically recognize anyone else in the company – top-down, bottom-up, side-to-side – for any of the behaviors or values you've identified as a foundation of how your company should operate. Picture it: the new junior recruit recognizing the CEO.