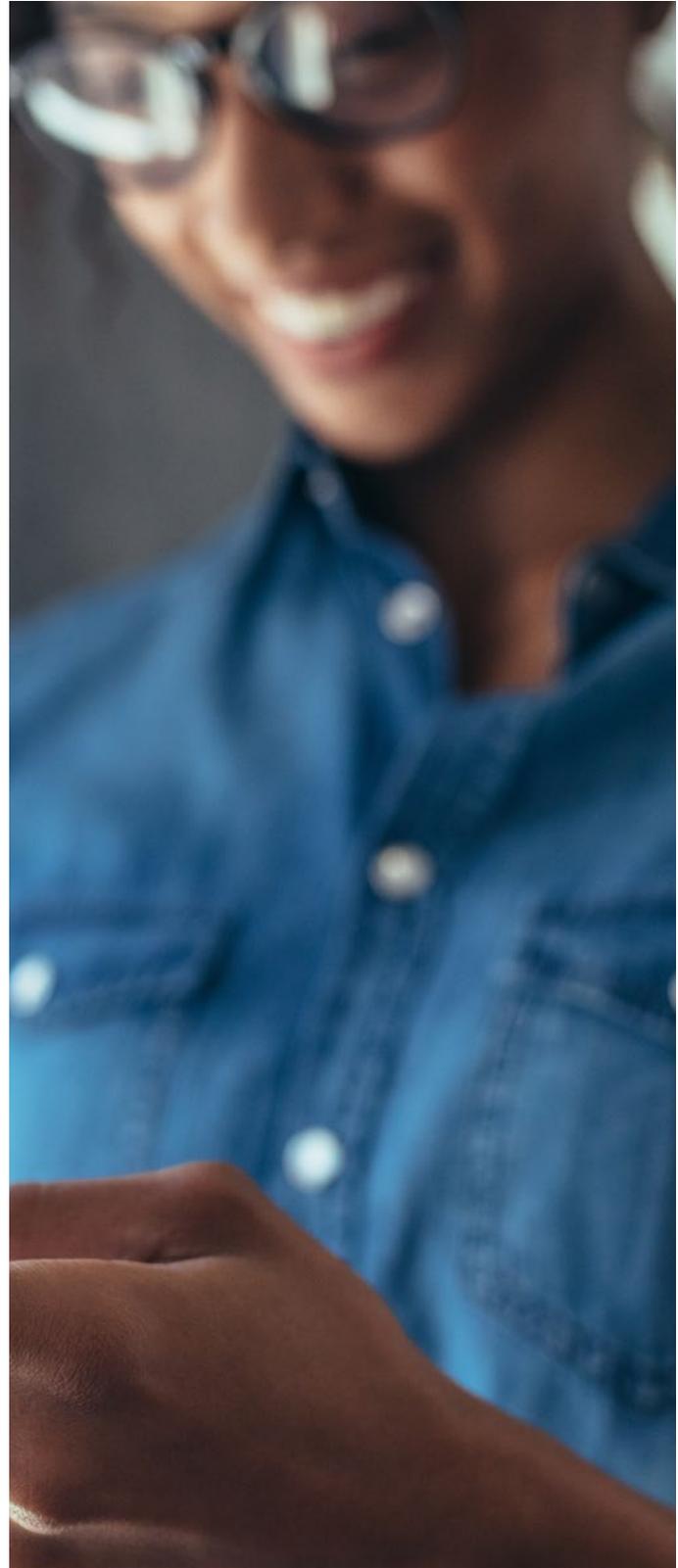


# Achievers

## Employee recognition:

More than just a day

3 ways to make recognition  
an everyday event





## There are so many holidays that celebrate the work employees do

If you're like most workplaces, you probably celebrate things like birthdays, company anniversaries, and other one-time achievements (like Employee Appreciation Day, Administrative Professionals Day, Boss' Day, and more).

Those one-off celebrations are important, but they aren't enough on their own. Recognition isn't a one-time event. It should be a part of your culture and positively reinforced with high participation across the organization.

Recognize once a month:



Employees **satisfied** with their job

Recognize once a week:



Employees **satisfied** with their job

But you don't go from one-off celebrations to consistent recognition without a plan.

**If you're ready to increase recognition, this guide covers three strong ideas to help you get started.**



# #1

## Use momentum from one-time events to start recognizing employees better

Every employee appreciates being recognized for their hard work. Events like Nurses Day or Administrative Professionals Day do a great job of highlighting often thankless jobs and put the focus back on the employee.



**If leaders aren't sure where to start with recognition, begin by asking employees. Their feedback can help guide the type and timing of recognition they'd like to receive.**

### Here's another truth:

A single event can feel hollow without more consistent appreciation throughout the year.

Use these focused events to kickstart your recognition efforts or accelerate your existing recognition program. When you do that, you get two advantages that everyone can get behind.

**Advantage No. 1:** One-time events can become more meaningful because they reinforce consistent recognition.

**Advantage No. 2:** Consistent recognition is what employees crave and it drives increased satisfaction and engagement.



# #2

## Increase your recognition frequency

Anyone who's tried to start a new habit like eating well or exercising knows how difficult it can be to maintain. Research suggests that it can take, on average, two months to make it part of your routine. For many leaders, that means it will take some practice before they consistently recognize employees.

### There are some things you can do to increase recognition frequency:

- **Start at the top!** Leaders who regularly recognize employees set an example for the rest of the organization and help set behavior change in motion.
- **Help managers create** reminders to provide recognition on a regular basis that make sense for them.
- **Think about what success looks like** for your organization. Do you want to simply increase recognition or do you want to tie it to engagement, satisfaction, or business results?



Managers account for 70% of the variance in employee engagement, with recognition playing a huge role.



93% of employees want to be recognized quarterly, if not more frequently.



Only 41% of employees are recognized at their preferred frequency.

Your primary focus is to create a culture of recognition. To accomplish this, manager involvement is key. If they learn how to make recognition a habit, it becomes a regular occurrence for everyone!





# #3

## Make recognition part of who you are

For more than 15 years, active engagement in the U.S. has been stuck at around a third of employees. That means two-thirds of employees aren't engaged. Companies that recognize employees consistently can change that.



**When considering recognition technology, make sure it drives user adoption and is compatible with your overall goals as an organization.**

### **There are two parts that work together to make recognition self-sustaining:**

**Culture** — organization-wide norms, consistently reinforced by everyone's recognition behaviors and habits.

**Technology** — software speeds up the process of adopting new norms and making recognition a part of your organization's culture and it drives increased satisfaction and engagement.

# To review

## Here are the three important points to remember to keep employees engaged every day:

1. One-time recognition events are a great time to start considering how to drive more consistent recognition in your organization or to accelerate and add meaning to an existing recognition program.
2. Frequent recognition starts with helping create a habit for managers and employees alike, so you can build a culture of recognition.
3. The key to self-sustaining recognition is combining culture and technology to work together to maintain high-quantity and high-quality recognition.

There's no need to stop celebrating all the days that are important to your employees. When you supplement those days with recognition throughout the rest of the year, they can become even more powerful events for showing appreciation for employees.

### APPENDIX:

**Page 3:** <https://www.bamboohr.com/blog/reward-and-recognition-survey>

**Page 5:** <http://onlinelibrary.wiley.com/doi/10.1002/ejsp.674/abstract>

<http://news.gallup.com/businessjournal/182792/managers-account-variance-employee-engagement.aspx>  
2015 Achievers Workforce Survey

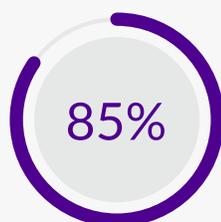
**Page 6:** <http://news.gallup.com/poll/180404/gallup-daily-employee-engagement.aspx>



Customer satisfaction<sup>1</sup>



Customer retention<sup>2</sup>



Employee Satisfaction<sup>3</sup>

Achievers' employee voice and recognition solutions bring your organization's values and strategy to life by activating employee participation and accelerating a culture of performance. Achievers leverages the science behind behavior change, so your people and your organization can experience sustainable, data-driven business results.

[Request a live demo](#)

1. Average customer support rating by Achievers program owners, FY 2019

2. Achievers customer base retention, FY2019

3. Average customer service rating by Achievers program members, FY2019