

# Achievers

## 6 Best Practice Principles of Employee Recognition

Behavioural science shows that both amount and type of recognition are important factors for employee engagement. Yet less than half of employers follow best practice principles.

For best results, recognition should be designed around the following six areas:



### 1. Performance-based

For maximum impact, link recognition to something the employee has done. Motivate people in their day-to-day performance.

Examples of day-to-day achievements to recognise:



positive customer feedback



acquisition of a new skill



meeting/exceeding a personal target



putting an idea in the ideas box



active participation in a team project

### 2. Frequent

Big awards are satisfying, but the cumulative effect of celebrating daily small victories is most powerful. Frequent recognition reinforces and embeds good practice.



### 3. Timely

Effort should be recognised promptly, 'in the moment'. Delay decreases the impact and the reinforcement of the behaviour.



### 4. Specific

Specifying what the employee did, and the difference it made—the 'who, what, why, when, and how'—helps shape behaviours and best practice.

*“Thanks Amir, for offering to dispatch the urgent orders when Kieran's car broke down. Because of you, our new client received their order on time and has placed another.”*

Example of specific recognition

### 5. Inclusive

Share appreciation and rewards across the entire organisation. Every team and individual must be equally likely to have their work recognised.



### 6. Consistent

Implement a transparent and organisation-wide approach to recognition. It must be, and be seen to be, consistent and fair. Local adaptations are fine, provided there is parity and employees feel they are part of a unified culture.



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