



# The Recognition Playbook:

Your Guide To Building Best-In-Class Programs

Are you ready to implement effective recognition at your organization? Then you've come to the right place. [Recognition done right](#) celebrates what's going well in the workplace and signals where and how employees can grow. Best-in-class organizations view recognition as a culture and performance lever, influencing how people connect, collaborate, and perform. (You're doing it wrong if you think of your recognition program as a checkbox or perk.)

In other words, the most effective recognition programs go beyond transactional praise; they're transformational by design.

This toolkit outlines how to build a best-in-class recognition program that includes [peer-to-peer recognition](#), top-down celebrations, and human-centered video. Use this guide to align your program with today's employee expectations and set it up for long-term success.

# Table of Contents

Why Recognition Programs Matter	3
Building a Best-in-Class Recognition Program	5
Launching and Building Your Program	6
Deep-Dive: Peer-to-Peer Recognition	8
Deep-Dive: Top-Down Recognition	9
Raise the Bar with Video Recognition	10
Tracking Your Program's Success	11
Other Considerations for Top Programs	12
Recognition as Part of an Integrated Strategy	13
Implementing Recognition Done Right	14

# Why Recognition Programs Matter

An excellent recognition program doesn't just feel good—it does good. Recognition done right strengthens your culture and builds the relationships that drive engagement, retention, and performance. It brings visibility to great work and opens the door to [meaningful growth](#).

## Meeting Employee Demand

Purpose, autonomy, and alignment are the levers that today's workforce, [especially Millennials and Gen Z](#), is pulling for. Recognition meets those needs in a daily and tangible way.

Employees want helpful feedback from their managers, to feel valued by their employer, and connected to their teammates. A well-built recognition program [enhances those relationships](#), driving purpose and fueling better work.

## The Case for Richer Data

Recognition is also a source of invaluable data. The more frequent, meaningful, and visible your recognition program is, the more insight it provides into how your company works daily.

Every recognition moment tells a story: who's going above and beyond, which values are being lived out,

which teams are collaborating, and where leadership is making an impact. With the right platform, those stories become measurable.

That's a goldmine for making more thoughtful and strategic decisions. Recognition data can inform:

- **Culture alignment:** Track which values are surfacing—and where gaps may exist.
- **Talent development:** Identify top-performers, unsung heroes, and people who work well cross-functionally
- **Org health:** Spot “recognition deserts” before they become retention risks.
- **Manager effectiveness:** See who's leading with empathy and trust.

In other words, recognition creates a daily feedback loop *and* a strategic dashboard. The more your employees use it, the richer the insights.

Recognition is a business strategy. Organizations that prioritize meaningful, consistent recognition unlock powerful returns across every area of the employee experience. From boosting performance and productivity to reducing turnover and fostering deeper engagement, recognition is one of the most cost-effective and high-impact tools a company has.

When you recognize people frequently and meaningfully, you're building a culture of motivation, connec-

tion, and high performance. And when that culture is embedded into daily operations, the impact compounds, delivering a return on investment (ROI) daily.

Let's break down the numbers behind why recognition is worth the investment.

## Employee Experience

### **The numbers:**

- Employees who feel appreciated are [18% more productive](#)
- A culture of recognition [improves workplace relationships by 87%](#)

### **What success looks like:**

- Employee engagement scores increase quarter over quarter
- Increased Employee Net Promoter (eNPS) scores

### **What success sounds like:**

"I feel like the work I do actually matters here."

## Employee Impact

### **The numbers:**

- Organizations with high engagement see [147% better financial performance](#)
- Recognition reinforces key behaviors that drive [23% higher profits](#)

### **What success looks like:**

- Amount of recognition tied to core values
- Goals met per team
- Output metrics reach or exceed goals

### **What success sounds like:**

"We're recognizing the behaviors we want to see—and those behaviors are driving results."

## Employee Retention

### **The numbers:**

- Feeling valued leads to loyalty—[recognition reduces turnover by 32%](#)
- When recognition is missing, [employees are 2x more likely to quit](#)

### **What success looks like:**

- Turnover reduction within key departments
- Increase in average tenure

### **What success sounds like:**

"I've stayed here because I feel valued—and that's not something I take for granted."

# Building a Best-in-Class Recognition Program

Before discussing tactics, let's define what "best-in-class" truly means. A strong recognition program scales with your culture, adapts to different work styles, and includes everyone, whether behind a desk, out in the field, or in the office.



## Good

Recognition happens occasionally, mostly from managers or during all-hands meetings.

### Example:

A company runs a manual "Employee of the Month" program where one person is selected by leadership and announced in a newsletter. Recognition is top-down and limited to a small group.

## Better

Recognition is structured with a platform that allows peer-to-peer and top-down recognition aligned with values.

### Example:

A company uses a digital platform to allow employees to recognize each other using hashtags tied to company values. Managers are encouraged to participate, and recognition is highlighted during team meetings.

## Best

Recognition is embedded into daily culture, visible across teams, and includes dynamic media like video. It's measured consistently and championed by leadership.

It celebrates great work and motivates employees to grow.

### Example:

Recognition is part of everyday workflows through tools like Slack or Teams. Leaders model recognition regularly and employees use video shoutouts for milestones.



# Launching and Building Your Program

We've explained the "why." Now it's time to focus on the how. Building a recognition program that truly sticks requires intention and consistency. These foundational elements will help you launch and sustain a program that engages your people and grows with your organization.

## Key Program Elements

### 1. Define the purpose.

Start with the "why." Are you trying to increase engagement, reinforce values, or boost retention? Align your goals with business outcomes.

### 2. Design with inclusivity in mind.

Ensure all remote, in-office, and deskless employees can give and receive recognition. Make participation equitable and accessible.

### 3. Tie recognition to values.

Recognition is most impactful when it reinforces the behaviors and outcomes that matter. Use company values as hashtags or categories.

### 4. Create the right rhythm.

Encourage daily or weekly recognition habits. Research indicates that the most effective forms of recognition [occur at least once a week](#).

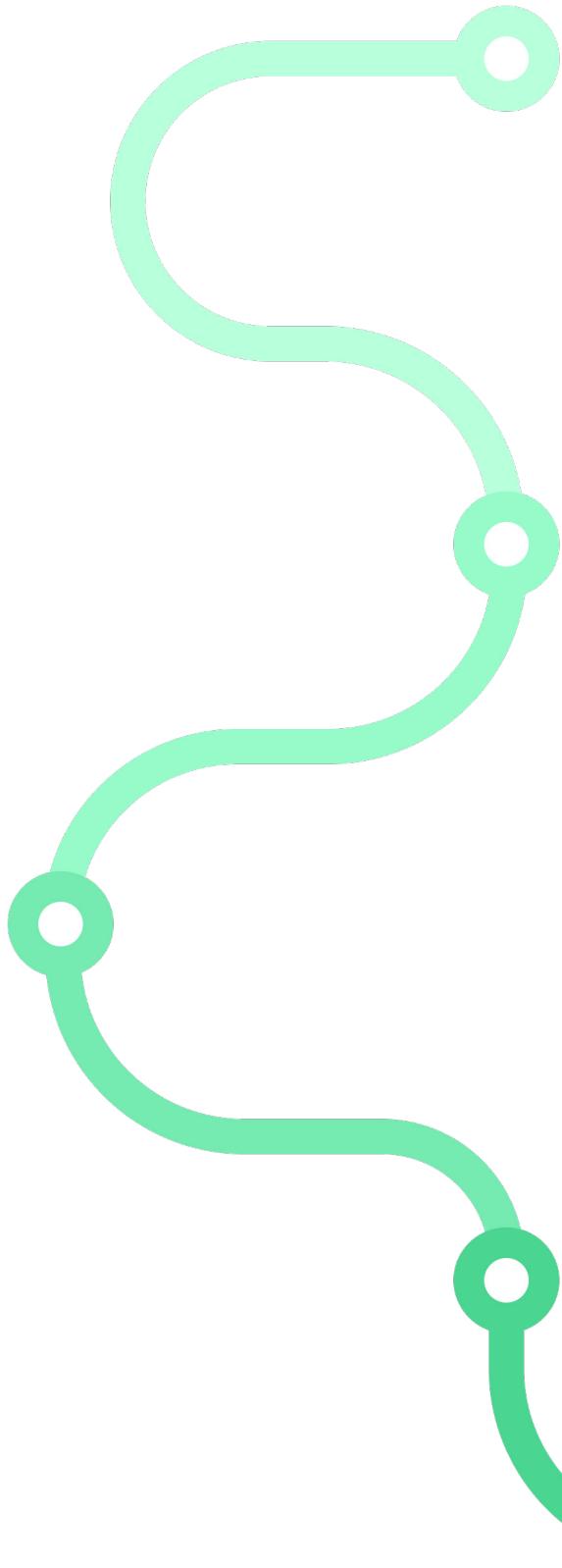
### 5. Train and empower all participants.

Equip everyone with tips and templates to [provide effective recognition](#).

### 6. Measure, learn, and iterate.

Use data to track participation, sentiment, and impact. Share wins and evolve your approach over time.

Launching a recognition program is just the beginning. The real challenge is sustaining momentum and building habits that last. With these key elements in mind, here's a structured approach you can follow from implementation to steady-state use.



## Phase 1: Planning (4–6 Weeks Before Launch)

- Define program goals and success metrics
- Select your [recognition platform](#) and tools
- Develop your program guidelines and policies
- Create communication and training materials
- Configure platform settings and integrations

## Phase 2: Launch (1–2 Weeks)

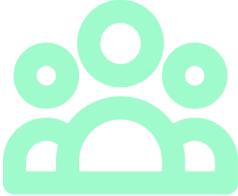
- Announce the program through multiple channels
- Conduct training sessions for all employees
- Provide quick-start guides and FAQs
- Establish "recognition champions" in each department
- Set up a help desk for questions and troubleshooting

## Phase 3: Adoption (First 90 Days)

- Run weekly participation challenges
- Highlight early adopters and success stories
- Share recognition trends in company communications
- Use analytics to uncover engagement or performance concerns
- Make adjustments based on initial feedback

## Phase 4: Sustainability/Growth (Ongoing)

- Integrate recognition into regular meetings and workflows
- Refresh training materials quarterly
- Run periodic campaigns to boost engagement
- Review program data and share insights
- Iterate on program design based on data and feedback



# Deep Dive: Peer-to-Peer Recognition

Peer-to-peer recognition democratizes appreciation and strengthens the bonds between coworkers. When employees regularly acknowledge each other's contributions, it fosters an ongoing feedback loop that motivates and promotes shared success. This form of recognition highlights the everyday actions that drive team wins.

Most importantly, peer-to-peer recognition [fosters critical workplace relationships](#), promoting camaraderie and enhancing employee collaboration. It gives managers a deeper understanding of their teams' contributions and ties individual efforts to broader company goals, deepening the [employee-company connection](#).

## Peer-to-Peer Recognition Done Right with Bonusly:

- Recognition is shared in a public feed that encourages commentary and visibility
- Each message includes tags for core values and goals, keeping company priorities front and center
- Recognition points are redeemable for [meaningful rewards](#)
- [Slack, Teams, and HRIS integrations](#) embed recognition directly where the work happens

Most importantly, Bonusly creates space for authentic, team-driven recognition that builds [real relationships](#) and drives employee success.

**Pro tip:** Encourage peer recognition during team meetings, in digital tools like Slack or Bonusly, and as part of onboarding to help new hires build connections from day one.



# Deep Dive: Top-Down Recognition



Top-down recognition is the structural counterpart to peer-to-peer recognition. While peer appreciation fosters camaraderie and trust across teams, manager- and leader-led recognition helps set the tone for excellent work and reinforces alignment.

When leaders consistently recognize team members, they build trust, signal priorities, and amplify key behaviors. This kind of recognition is essential for motivating performance and fostering a sense of belonging.

It's also a vital feedback mechanism. Top-down recognition provides managers with a clear view of their team's strengths, areas for growth, and engagement levels. Done right, it becomes a system that supports visibility, alignment, and real-time coaching.

## Top-Down Recognition Done Right with Bonusly:

- **Automated celebrations**, such as birthdays, work anniversaries, and first days, help leaders connect to their team's milestones.
- **Core values and goals integration** ensures every piece of recognition reinforces what matters most to your organization.
- **Real-time insights and analytics** help leaders understand who is thriving and where to focus support.
- **Slack, Teams, and HRIS integrations** make recognition visible across systems and surface it where the work happens.

This kind of structured, thoughtful recognition from leaders strengthens the [employee-company relationship](#), making people feel seen, aligning teams, and sustaining a culture where everyone knows their work matters.

**Pro tip:** Use real examples and stories, photos and GIFs, and team videos to make each moment feel personal and memorable.



# Raise the Bar with Video Recognition

As the workplace becomes increasingly digital and distributed, the need for genuine human connection is more important than ever.

Video adds personality and depth to recognition, enhancing the message with face-to-face energy and empowering everyone to articulate gratitude with a personal touch. It's a powerful medium that builds stronger emotional engagement and deeper trust.

## Bonusly's Video Features:

- Record and share video directly in the recognition feed
- Personalize milestone celebrations and values-based shoutouts
- Empower everyone, from executives to deskless teams, to show up authentically

**Pro tip:** Speak from the heart, not from a script. While it's easy to want video recognition to look and feel super polished, the best video recognition feels real—um's and all.

# Tracking Your Program's Success

A strategic recognition program requires thoughtful measurement. Here's how to build a comprehensive measurement framework:



## Participation

- % of employees giving recognition
- % of employees receiving recognition
- Avg frequency of recognition per employee
- Department/team participation rates

## Quality

- % of recognition tied to company values
- Engagement with recognition (add-on commenting, reactions)

## Business Impact

- Correlation with engagement scores
- Retention rates of recognized vs. non-recognized employees
- Performance ratings correlation
- Recognition program ROI calculation

# Other Considerations for Top Programs



## A strategic partner and support team you can count on.

Your recognition platform should be a true partner in your culture-building efforts.

[Bonusly's Customer Success team](#) is known for being invested in customer outcomes, with dedicated teams that help you launch and scale with confidence. The best support teams proactively guide you through setup and help you unlock more value over time.



## Seamless integrations with the tools your team already uses

Recognition should meet your team where they are, whether that's Slack, Microsoft Teams, or your HRIS. Bonusly offers [best-in-class integrations](#) with all major communication and HR systems, making it easy to recognize teammates in real-time. Integrations boost participation and make recognition feel like a natural part of the workday.



## High adoption and visibility across the organization

Recognition only works if people actually use it. High adoption ensures a steady flow of recognition and provides rich data for understanding how teams work together. Bonusly's intuitive, mobile-friendly platform drives the highest adoption rate in the industry, giving [leaders full visibility](#) into what's working and who's making it happen. When recognition is visible and consistent, it shapes culture and drives behavior.



# Recognition as Part of an Integrated Strategy

Recognition programs are foundational to a well-rounded engagement strategy, but don't stand alone. Peer-to-peer and top-down recognition work best when integrated with other programs like [awards](#), nominations, incentives, and [manager tools](#).

Together, these programs form a complete employee success ecosystem:

- Recognition keeps people engaged and connected day-to-day
- Awards and incentives motivate high performance and impact
- Manager tools like 1:1s and feedback sessions support growth and development

## Want More?

Download our full toolkit series to explore each layer of recognition strategy:

[Awards & Rewards](#) →

[Managers](#) →

# Implementing Recognition Done Right

Recognition is more than a feel-good initiative. It's the heartbeat of [high-performing cultures](#). Building recognition into your daily operations through peer-to-peer shoutouts, top-down celebrations, and meaningful video messages strengthens the relationships that drive engagement, retention, and performance.

Start with recognition, and you'll transform your entire organization.

## Ready to rethink your recognition program?

Contact Bonusly today to learn how our platform can help you celebrate and fuel great work that drives results.

[Book a demo](#) →



# The Awards & Rewards Playbook:

Your Guide To Building Best-In-Class Programs

Recognition is most powerful when it's consistent, meaningful, and [scales the behaviors that matter most](#). The [best recognition programs](#) provide a way to highlight exceptional contributions, reinforce priorities, and motivate continued excellence across your organization.

That's where [awards](#), nominations, incentives, and [meaningful rewards](#) come in.

These elements provide formal moments of appreciation that reinforce your values, spotlight key

contributions, and help your company scale the right behaviors. When designed thoughtfully, awards and rewards become a dynamic, visible, and energizing part of your culture.

This chapter will guide you through building a best-in-class program that recognizes standout work and drives alignment, participation, and performance across your organization.

# Table of Contents

Why Awards & Rewards Matter	17
Building a Best-in-Class Program	19
Launching and Sustaining Your Program	20
Deep Dive: Awards & Nominations	22
Deep Dive: Incentives that Drive Behavior	23
Deep Dive: Rewards That Employees Actually Want	24
Other Considerations for Top Programs	25
Awards and Rewards as Part of an Integrated Strategy	26
Implementing Recognition Done Right	27

# Why Awards & Rewards Matter

While day-to-day recognition is essential for building strong relationships and habits, various award and reward options offer additional depth. They [mark milestones](#), honor excellence, and build motivation through tangible moments of acknowledgment.

When implemented effectively, awards and rewards provide visibility, alignment, and momentum:

- Reinforcing values in action
- Setting aspirational goals and benchmarks
- Creating opportunities for leadership to highlight impact
- Offering moments of shared celebration across the company

## Meeting Employee Expectations

[Today's employees want recognition](#) that is meaningful, fair, and tied to what matters. Awards and rewards shouldn't feel reserved for the loudest voices or most visible teams. They should be accessible and inclusive, anchored in behaviors everyone can strive for, and tied to [company core values](#).

Engagement soars when employees have clarity on what success looks like and a consistent, transparent path to recognition for that success. And when employees can select their own rewards, they're even more motivating.

In other words, awards and rewards help your employees feel seen and valued in a lasting, high-impact way.

## The Case for Richer Data

Award and reward programs provide a goldmine of insight. Every nomination submitted, incentive earned, and reward redeemed reveals patterns in how people work, collaborate, and contribute. These insights are crucial for understanding where your culture is thriving and where you have room for improvement.

With the right tools, award data can tell leaders and managers:

- Which company values are being lived out most often
- Who is having an outsized impact, and which teammates may need coaching
- Where recognition is equitable
- Which programs drive business outcomes (and which don't)

The more intentional and integrated your program, the more valuable the data becomes.

## What's In It for the Business?

Various, structured awards create clear business value across three core areas: experience, performance, and retention. When your program is integrated and well-communicated, the return compounds.



### Employee Experience

When employees are motivated, they bring more energy and connection to work. Modern programs offer visibility and validation, particularly for those who thrive behind the scenes.

#### What success looks like:

- Nomination participation rates
- [Program NPS](#)

#### What success sounds like:

"I enjoy working here and know I am part of something bigger".



### Employee Impact

Awards and incentives reinforce the right behaviors. When employees are rewarded for behaviors that drive results, those behaviors spread.

#### What success looks like:

- Goal alignment
- Performance trends

#### What success sounds like:

"I know what it takes to be successful here, and I know I'm on that path."



### Employee Retention

Tangible recognition builds trust and loyalty. Employees stay where they [feel seen](#) [and where growth is acknowledged](#) with more than lip service.

#### What success looks like:

- Tenure among award recipients
- Turnover reduction

#### What success sounds like:

"This is a company that invests in people who show up and deliver."

# Building a Best-in-Class Program

Before discussing tactics, let's define what "best-in-class" truly means for awards and rewards:



## Good

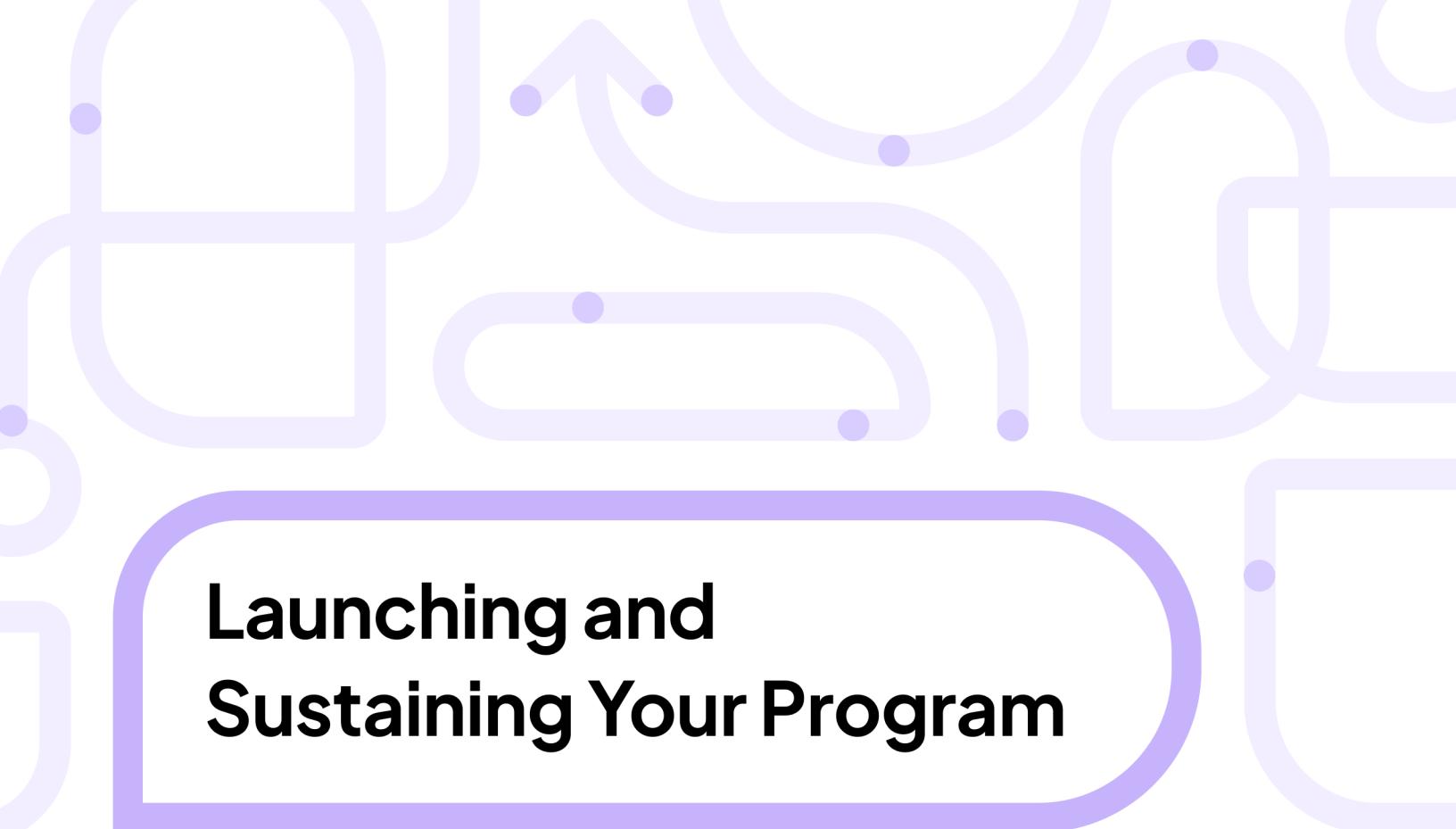
Awards are top-down and infrequent, often limited to one-size-fits-all programs. Nominations are manual or nonexistent. Incentives are ad hoc and not tracked. Rewards are limited or inconsistently distributed.

## Better

Awards are aligned with values and offered in multiple categories. Nominations are open to employees, with clearer criteria and review processes. Incentives are tied to specific initiatives but may require manual tracking. Rewards are standardized but accessible.

## Best

Awards are integrated with company-wide recognition and aligned with strategic goals. Nominations are seamless, inclusive, and tracked in real-time. Incentives are automated, flexible, and reinforce high-impact behaviors. [Rewards are personalized](#), global, and delivered instantly.



# Launching and Sustaining Your Program

Excellent awards and rewards programs are intentional and inclusive. Here's how to launch and maintain yours:

**1. Define your goals.**

Are you trying to boost morale? Reinforce company values? Recognize high performers or unsung heroes? Start with the outcomes you want to drive.

**2. Design award categories and criteria.**

Keep it aligned with your mission. Think beyond "Employee of the Month"—use awards like Mentorship Champion, Culture Carrier, or Innovation Driver to reflect real impact.

**3. Make nominations accessible.**

Employees should feel encouraged to nominate their peers. Keep nomination forms short, and use clear prompts tied to values.

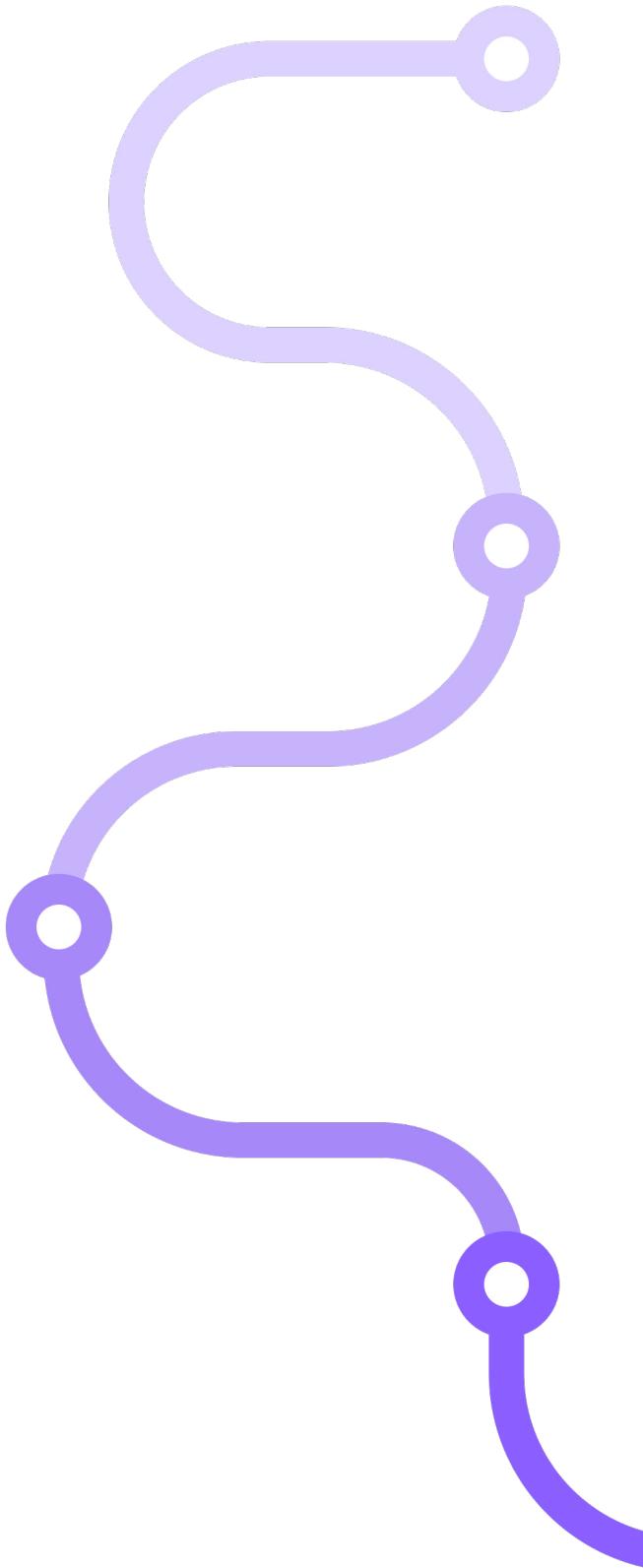
**4. Incentivize participation in strategic initiatives.**  
Want more peer feedback? Higher CSAT scores? More DEIB engagement? Offer bonus points for behaviors you want to scale.

**5. Personalize rewards.**

What feels meaningful to one employee might not land with another. Give people options, from digital gift cards and charitable donations to custom swag.

**6. Measure and evolve.**

Track participation, redemption trends, and employee feedback. Adjust categories, improve communication, and share success stories to build momentum.



## Phase 1: Planning (4–6 Weeks Before Launch)

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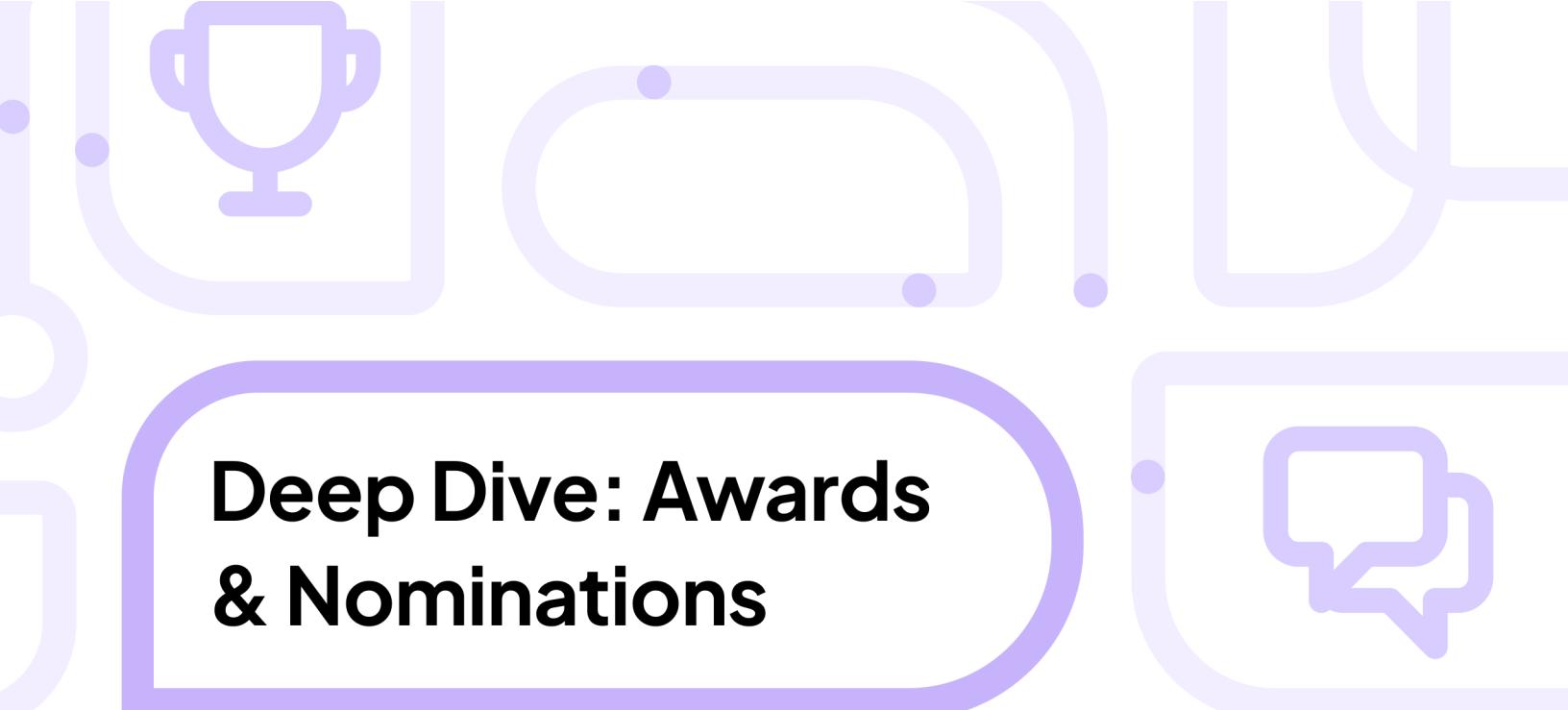
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## Phase 3: Adoption (First 90 Days)

- Run weekly participation challenges
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## Phase 4: Sustainability/Growth (Ongoing)

- Integrate recognition into regular meetings and workflows
- Refresh training materials quarterly
- Run periodic campaigns to boost engagement
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- Iterate on program design based on data and feedback



# Deep Dive: Awards & Nominations

Awards and nominations provide structured, memorable recognition moments. They help organizations celebrate excellence while making values visible and aspirational. Nominations, in particular, [help employees articulate why their colleagues deserve recognition](#) and invite everyone into culture-building moments.

## Example Awards:

- **Innovation Award:** For the person who brought a fresh approach that improved a product or process.
- **Hiring Hero Award:** For referring qualified candidates to open positions
- **Professional Growth Award:** For employees who invest in skill development

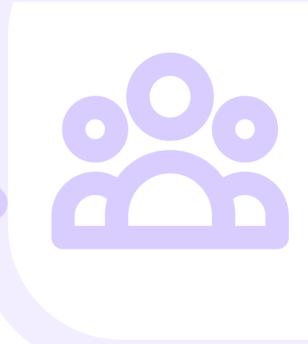
## Example Nominations:

- **Spotlight Leader:** Nomination prompt: "Describe how this person showed exceptional leadership that went beyond their role. What specific situation did they step up in, and what was the impact of their leadership?"
- **Collaboration Champion:** Nomination prompt: "Share a story about how this person brought teams together to solve a problem or create something new. What made their collaborative approach stand out?"
- **Culture Carrier:** Nomination prompt: "How has this person consistently demonstrated our company

values? Give specific examples of them bringing our culture to life through their actions."

## Awards and Nominations done right with Bonusly:

With Bonusly, [awards and nominations](#) are part of the same system that supports day-to-day recognition. Employees can nominate peers through a dedicated workflow, spotlighting top talent no matter where they sit in the org chart. Admins can create custom award categories, define selection criteria, and automate announcements. Award winners can be rewarded instantly, and participation metrics clearly show program success and inclusivity.



## Deep Dive: Incentives that Drive Behavior



Incentives turn recognition into action by rewarding progress toward specific goals. They work best when tied to clear, measurable outcomes, such as:

- Awarding points to sales reps who exceed their targets by 10%
- Recognizing team members who contribute to the knowledge base
- Rewarding completion of important training
- Incentivizing wellness initiatives like step counts and flu shots

The key is consistency. When people know exactly what they're working toward, they're more likely to take action.

### Incentives done right with Bonusly:

Bonusly makes it easy to create, track, and [reward incentives across teams](#). Admins set the rules, and the platform does the rest, no spreadsheet tracking required. Employees receive recognition automatically, building motivation without adding administrative burden. Over time, incentives help develop muscle memory for behaviors that contribute to individual and company success.



# Deep Dive: Rewards That Employees Actually Want

Recognition means more when it comes with something employees value. Bonusly's reward system offers meaningful, personalized options beyond generic swag.

Reward options include:

- Digital gift cards for popular retailers, restaurants, airlines, and apps
- Prepaid Visa/Mastercard options and PayPal cash-outs
- Donations to more than 50 charities (or add your own)
- Swag, apparel, and accessories through AXOMO integration
- Custom rewards, like lunch with the CEO or extra PTO

## Why It Works:

[Bonusly's catalog includes thousands of options](#) in over 200 countries, making it easy to recognize diverse, global teams. Because rewards are tied to earned recognition and are not handed out arbitrarily, they carry greater weight.

# Other Considerations for Top Programs



## A strategic partner and support team you can count on.

Your recognition platform should be a true partner in your culture-building efforts. [Bonusly's Customer Success team](#) is known for being invested in customer outcomes, with dedicated teams that help you launch and scale with confidence. The best support teams proactively guide you through setup and help you unlock more value over time.



## Seamless integrations with the tools your team already uses

Recognition should meet your team where they are, whether that's Slack, Microsoft Teams, or your HRIS. Bonusly offers [best-in-class integrations](#) with all major communication and HR systems, making it easy to recognize teammates in real-time. Integrations boost participation and make recognition feel like a natural part of the workday.



## High adoption and visibility across the organization

Recognition only works if people actually use it. High adoption ensures a steady flow of recognition and provides rich data for understanding how teams work together. Bonusly's intuitive, mobile-friendly platform drives the highest adoption rate in the industry, giving [leaders full visibility](#) into what's working and who's making it happen. When recognition is visible and consistent, it shapes culture and drives behavior.

# Awards & Rewards as Part of an Integrated Strategy

Effective recognition isn't one-size-fits-all. That's why structured programs like awards, nominations, incentives, and rewards must be part of a larger, connected recognition ecosystem.

When paired with [peer-to-peer recognition](#), top-down shoutouts, and [manager tools](#) for coaching and feedback, awards and rewards become even more impactful. They reinforce the right behaviors, add visibility and value to performance, and help employees understand how their work connects to the bigger picture.

With Bonusly, you can manage every part of that ecosystem in one platform, turning recognition into action, and action into long-term engagement and performance.

## Want More?

Download our full toolkit series to explore each layer of recognition strategy:

[Recognition Programs](#) →

[Managers](#) →

# Implementing Recognition Done Right

Awards and rewards help you scale recognition and create unforgettable moments that employees carry with them. With the right approach, they also clarify how to grow and showcase why it all matters.

## Ready to rethink your recognition program?

Contact Bonusly today to learn how our platform can help you celebrate and fuel great work that drives results.

[Book a demo](#) →



# The Manager Playbook:

## Your Guide To Building Best-In-Class Programs

If you want to build a better business, start with your managers.

People leaders are the linchpin of culture and execution. They shape how work gets done, how people feel at work, and whether talent stays or leaves. However, they're often asked to lead without the necessary tools or insights to do it effectively.

This playbook is built to change that.

Inside, you'll learn how to equip managers with the visibility and real-time context they need to lead with impact. From better 1:1s and timely feedback to performance recaps and actionable insights, we'll walk you through how to support, scale, and sustain manager effectiveness.

Whether you're overhauling an outdated system or building from scratch, this guide will help you turn your managers into confident, connected leaders—the true heartbeat of your organization.

# Table of Contents

Why Manager Effectiveness Matter	30
Becoming a Best-in-Class Manager	32
Launching and Building Your Program	33
Deep Dive: 1:1s	34
Deep Dive: Team Guidance	35
Deep Dive: Performance Recaps	36
Deep Dive: Insights & Analytics	37
Other Considerations for Top Programs	38
Manager Effectiveness as Part of an Integrated Strategy	39
Implementing Recognition Done Right	40

# Why Manager Effectiveness Matter

Recognition celebrates the work that's already winning. [Effective manager guidance](#)—timely, clear, and supportive direction and feedback—fuels the work that could win next.

When done right, recognition and guidance work together to create clarity and momentum. Employees need to know what they're doing well and where to grow. It's not enough to say, "Great job today." The best managers also show what greatness looks like tomorrow and the quarters to come.

[Today's managers are expected to do it all](#): coach performance, engage teams, develop skills, spot burnout, retain top talent, and (still hit their goals). But they're often leading in the dark.

Without clear visibility into day-to-day contributions, managers are left guessing what's working and who needs support. They're forced to make decisions based on fragmented systems or lagging metrics. Meanwhile, employees want real-time input.

Managers need tools that give them context in the moment, not after the fact. When they have access to what's really happening on their teams, they can lead with clarity and confidence.

**Management is broken. How do we help managers be the best version of themselves?**

Managers are doing what they can. But "checking in" isn't enough, and performance doesn't live in a spreadsheet. We believe authentic leadership happens in the moments that matter: when someone steps up, starts to drift, or smashes a goal. Bonusly helps managers see those moments and do something about them.

## Meeting Employee Demand

[Employees want feedback](#), but also want to feel psychologically safe enough to receive it. Managers want to be leaders, but they need better tools. Guidance, recognition, and coaching must happen in the same cadence; when employees know their strengths and how to build on them, growth becomes a shared goal.

## The Case for Richer Data

The [future of performance management](#) forgoes forms or dashboards for richer, in-the-moment, contextual insights. Bonusly transforms everyday recognition and guidance into a living, breathing picture of what's working, who's driving it, and where to focus next. Managers get the visibility they need, and teams get the clarity they deserve.

## How to Think About ROI

When effective manager guidance consistent, constructive, and actionable:

- Employees know how to grow
- Managers lead with confidence
- Teams align on goals
- Turnover drops
- Performance rises



### Employee Experience

#### The numbers:

- Managers account for [70% of the variance](#) in employee engagement.
- Trust and inclusion from managers drive [higher employee engagement and satisfaction](#).

#### What success looks like:

- Regular, relationship-driven 1:1s.
- Winning teams that are aligned.

#### What success sounds like:

"My manager understands and celebrates my strengths, and stretches me enough to feel like I'm actually growing."



### Employee Impact

#### The numbers:

- Effective direct report development [boosts performance by 27%](#) [and increases goal achievement by 1.5x](#).
- Great managers lead teams that are up to [35% more productive](#).

#### What success looks like:

- Managers have the context to coach effectively.
- Performance is an ongoing process with improvement happening in the moment.

#### What success sounds like:

"I have the right visibility and context to guide my team to greatness."



### Employee Retention

#### The numbers:

- Employees who feel their manager supports their development are [up to 10x more likely to stay](#).
- High-turnover organizations [report significantly lower feedback & recognition rates](#).

#### What success looks like:

- Growth conversations that start early and happen often.
- Recognition that builds ongoing trust and lasting relationships.

#### What success sounds like:

"I know my work matters and that my manager is supporting all of my wins and growth opportunities."



# Becoming a Best-in-Class Manager



Good	Better	Best
<p>Managers hold occasional 1:1s and rely on annual performance reviews. Feedback is typically one-directional and delayed, with little structure or visibility into day-to-day work. Most coaching happens reactively, if it happens at all.</p>	<p>Managers use a structured agenda for regular 1:1s and give ad hoc guidance as needed. Recognition and feedback are more frequent. Development conversations happen, but rely heavily on manager memory or siloed tools.</p>	<p>Guidance, recognition, coaching, and goal-setting are integrated into the workday. Managers have real-time visibility into contributions, can spot momentum or misalignment early, and use shared tools to support development. Employees feel supported, seen, and inspired to grow.</p>



# Launching and Building Your Program

Effective managers lead with intention. Here are the foundational elements every program needs to thrive:

**1. Give managers visibility and support.**

Managers are key to successful growth conversations, but need tools and data to lead with clarity. Use analytics and insights to help them coach more effectively.

**2. Make 1:1s a habit.**

Create structured, recurring check-ins that go beyond task updates. A best-in-class 1:1 surfaces wins, blockers, guidance, and forward-looking goals.

**3. Normalize guidance from all directions.**

Offer multiple, accessible channels for giving and requesting feedback to encourage a culture of openness and continuous learning.

**4. Tie conversations to recognition.**

Guidance is most effective when it's anchored in real contributions. Integrate guidance with recognition moments to make growth feel motivating.

**5. Provide psychological safety by design.**

Make feedback less intimidating by making it part of everyday culture. Empower employees to ask for guidance on their terms and ensure it can happen in the tools they already use.

**6. Build in-progress tracking.**

Connect manager guidance to goals and revisit progress regularly in 1:1s or recaps. This closes the loop between insight and action, and helps employees see how far they've come.



## Deep Dive: 1:1s

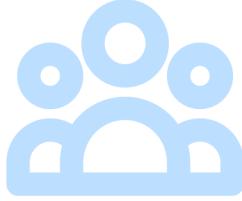
The [most effective 1:1s](#) are high-value moments for building trust, aligning on goals, and giving meaningful guidance. When structured well, they become a key driver of engagement and development. Regular check-ins give employees the clarity they need and give managers early signals about performance, well-being, and retention risks.

### 1:1s Done Right with Bonusly

[Bonusly's 1:1s](#) are connected to what's actually happening. Built directly into the recognition platform, they bring real-time recognition, guidance, and goal-tracking into one structured agenda. Managers no longer need to guess what to talk about or scramble for insights; Bonusly surfaces recent recognition, activity highlights, and progress markers to make every conversation count.

By aligning on what's working and where to focus, managers strengthen trust and guide performance week after week through meaningful, momentum-building conversations.

**Pro tip:** Use recognition trends to kick off 1:1s with real examples of impact and set goals for growing that impact further.



# Deep Dive: Team Guidance



## Why it matters

[Effective manager guidance](#) is essential for growth, but it truly lands when it's timely, specific, and safe to give and receive. Employees often want more feedback but hesitate to ask, and managers struggle to make it a habit. The most effective programs make guidance feel normal, not nerve-wracking—embedding it into daily routines, trusted tools, and a culture of mutual support.

## Guidance Done Right with Bonusly

Bonusly makes guidance easier to give, ask for, and act on. Managers are prompted to provide input in key moments, like reviewing the recognition feed or running a 1:1, making consistency second nature. Employees can also request guidance from anyone, anytime, reducing the anxiety around asking and encouraging a culture of openness.

All guidance lives alongside recognition and goals, prompting deeper conversations and ongoing development in a space where employees feel connected. The result? More effective guidance.

**Pro tip:** Encourage employees to request guidance after big projects or milestones. This will strengthen trust and round out performance insights.



# Deep Dive: Performance Recaps

Managers are expected to drive performance, but most tools focus on lagging indicators instead of leading conversations. Traditional reviews offer limited insight and come far too late to make an impact. What managers need is a clear, real-time view of how their team is doing and a way to turn that insight into coaching, growth, and alignment.

## Performance Recaps Done Right with Bonusly

[Bonusly's performance recaps](#) provide managers with a streamlined, forward-focused view of employee performance. By organizing recognition, guidance, and goal progress into one digestible report, managers can quickly assess what's going well and where support is needed.

The future-focused module helps managers and employees co-own development, with a visible skill or goal to work toward. The feature provides managers the context needed to lead with clarity, and the structure to coach consistently.

**Pro tip:** Revisit recap goals in 1:1s to track progress and keep momentum moving between cycles.



# Deep Dive: Insights & Analytics

Management shouldn't rely on memory or gut feeling. Managers need visibility into team contributions, recognition patterns, and improvement areas. Richer data helps them confidently lead, catch issues early, and make informed decisions about performance and development. And when feedback data is connected to actual behaviors, it's far more actionable than a quarterly review.

## Insights & Analytics Done Right with Bonusly

[Bonusly's insights and analytics dashboards](#) give managers a new kind of visibility. See who's getting recognized (and for what), where the gaps are, and how to better support individuals and teams. Whether you're leading two people or 10, Bonusly helps you lead better with real-time data that tells the whole story.

**Pro tip:** Watch for recognition imbalance. It could signal burnout, team friction, or unbalanced workloads, and create an opportunity for immediate coaching or process improvement.

# Other Considerations for Top Programs

## A strategic partner and support team you can count on.



Your recognition platform should be a true partner in your culture-building efforts.

[Bonusly's Customer Success team](#) is known for being invested in customer outcomes, with dedicated teams that help you launch and scale with confidence. The best support teams proactively guide you through setup and help you unlock more value over time.

## Seamless integrations with the tools your team already uses



Recognition should meet your team where they are, whether that's Slack, Microsoft Teams, or your HRIS. Bonusly offers [best-in-class integrations](#) with all major communication and HR systems, making it easy to recognize teammates in real-time. Integrations boost participation and make recognition feel like a natural part of the workday.

## High adoption and visibility across the organization



Recognition only works if people actually use it. High adoption ensures a steady flow of recognition and provides rich data for understanding how teams work together. Bonusly's intuitive, mobile-friendly platform drives the highest adoption rate in the industry, giving [leaders full visibility](#) into what's working and who's making it happen. When recognition is visible and consistent, it shapes culture and drives behavior.



# Manager Effectiveness as Part of an Integrated Strategy

Recognition and manager guidance are two sides of the same coin. While recognition reinforces what's working, feedback guides what's next. They create momentum and continuous improvement.

With Bonusly, managers can seamlessly shift from celebrating wins to coaching growth, without switching tools or waiting for a formal review cycle. The result? Stronger relationships, better performance, and teams that feel seen and supported.

## Want More?

Download our full toolkit series to explore each layer of recognition strategy:

[Recognition Programs](#) →

[Awards & Rewards](#) →

# Implementing Recognition Done Right

When recognition and guidance become a shared rhythm, managers lead more effectively, and employees grow with clarity and confidence. The best cultures recognize what's great and help people reach for what's next. Bonusly gives you the tools to do both.

## Ready to rethink your recognition program?

Contact Bonusly today to learn how our platform can help you celebrate and fuel great work that drives results.

[Book a demo](#) →