



QUICK GUIDE TO CONSOLIDATING EMPLOYEE RECOGNITION

Showing appreciation should be easy for organizations of all sizes, so easy it becomes second nature. Consolidating your recognition programs onto a single software platform is where it all starts.

Once you are able to control every aspect of recognition from one location, you gain the reach and feedback needed to elevate your engagement efforts. However it's sometimes hard to know where to begin.

This eBook outlines a basic plan for consolidating recognition programs. Every situation is unique, but these fundamental aspects can help find your footing and guide your decision-making.

STEP 1

ASSESS CURRENT PROGRAMS

A successful consolidation is all in the planning. Give yourself some good starting coordinates by doing a full inventory of your current recognition efforts. Keep an eye out for:



High-Activity Areas – These are areas where recognition is doing well, so rely on their experience! Talk to frontline managers at these locations to find out what’s working.



Popular Programs/Awards – Teams and business units running their own reward schemes may have employee favorites. Take note, you might want to scale one of them up!



Low-Activity Areas – Appreciation is a top driver of engagement. Put a red flag on the areas that might need some extra attention going forward.



Under-the-Radar Appreciation – There may be managers buying gifts for employees, regular team lunches, or coveted parking spots that delight employees but go unnoticed.

Out of the 89% of organizations that have recognition programs in place, only 52% consider usage/participation rates a “measurement for success.”



STEP 2

EXAMINE GOALS

Now that you have your recognition programs listed out in one place, it's a great opportunity to revisit your goals for the program and plan a clear direction for the new one.

Make it easier by organizing any awards you may have into three categories – **Milestone**, **Achievement**, and **Non-Monetary**. Consider the benefits of all three as they relate to your recognition goals:

45% of organizations don't have a written strategy for their recognition program.



Milestone – (Service anniversary, Safety, Retirement) Most common forms of recognition and cornerstone to most programs.



Achievement – (Nominations, Manager-to-Peer, Sales Incentives, On-the-Spot) Keeps recognition occurring daily and can be leveraged to move metrics.



Non-Monetary – (eCards, Social Apps) Helpful for flooding certain areas with extra recognition opportunity without draining your budget.

STEP 3

PROGRAM DESIGN

Hopefully by now you have a snapshot of what the new program structure will look like along with a few ideas of how to leverage it to reach your goals. Now it's time to focus on what employees see and feel when they use the program, mainly the name, theme and design.

EFFECTIVE PROGRAM NAMES ARE:

- **SIMPLE** and easy to understand
- **MEANINGFUL** to your culture on more than one level
- **MEMORABLE** enough to become a common phrase in the workplace

EFFECTIVE PROGRAM THEMES ARE:

- **TRANSMITTABLE** within a single-sentence slogan or catchphrase
- **COMPATIBLE** with your culture's unique rapport
- **CONNECTED** to concrete and achievable goals

EFFECTIVE PROGRAM DESIGN:

- **MATCHES** capabilities of modern websites
- **COMBINES** seamlessly with your corporate branding and colors
- **ADAPTS** as your program and organization grows

STEP 4

PROGRAM COMMUNICATIONS



You've got all your initiatives planned, you've got a meaningful name, theme, and design; now all that's left is to develop a marketing campaign to get your employees on board... *before* it launches!



Promote the launch date as a companywide event



Communicate theme, process, and eligibility clearly



Offer awards/swag to everyone for participating



Use email marketing for employees with regular access



Post physical flyers and other collateral in common areas



Callouts: WorldatWork 2017 Trends in Employee Recognition Report
(<https://www.worldatwork.org/dA/d0815e4c41/trends-in-employee-recognition-2017.pdf>)

GET STARTED!

Consolidating recognition programs onto a single platform creates great big levers an organization can use to influence employee engagement and satisfaction. We hope this eBook has demystified a few aspects of it and shown how simple it is for any organization to get started.

Best of luck with your consolidation efforts, and let us know how we can help!