

Recognition...a Proven Track Record

Recognition has a proven track record of engaging employees and is especially critical after a long, lean period, when employees have often been overstretched and under-rewarded.

A recent Manpower study showed that over 60 percent of workers plan to look for new jobs as soon as the economy provides opportunities. After a couple of years of the “lucky-to-have-a-job” message, employees are looking for more stability, opportunity, and appreciation. Proving to a tired workforce that they are individually appreciated may be the only way to engage them and combat exodus through the recovery.

A one-size-fits-all approach to recognition programs is not the answer and instead, may leave too many employees feeling cynical, disengage those who are “borderline” and lead them to conclude management “doesn’t even know what I value” — increasing the likelihood of a loss of talent.

In this environment, building a program that is tailored to the needs of each audience is essential. While sales forces respond to public recognition events and proudly display an award in the office, Millennial workers may need much more frequent – even if modest – recognition or prefer an award they can enjoy outside the office on their own time. For many, a sincere and heartfelt “thank you” from the company president can make the difference in loyalty.

Much has been asked of employees during the darkest months of the recession. It is critical to let them know their hard work not only furthers the success of the entire group, but that it is acknowledged and appreciated.