

Wow Recognition

The average employee stays in one job for only 4.4 years.

-Bureau of Labor and Statistics

Does your recognition strategy move the needle for your NEW employees?

1

Wow Recognition

84% of employees plan to look for a new job.

[-manpower survey, cited in CNN](#)

How does your organization respond?

Wow Recognition

The top 3 reasons to quit...

1. Inadequate compensation
2. Inadequate opportunity for advancement
3. Insufficient recognition and appreciation

[-salary.com survey](#)

Are you using employee recognition
to deliver the results you need?

Wow Recognition

By 2015, Generation Y will account for over half of the workforce.

-Sources: WGSN. LuxuryLab www.l2thinktank.com

Will your recognition initiatives effectively attract and retain these workers?

Wow Recognition

32 percent of CEOs invest no time in employee recognition.

- SHRM/Globoforce Employee Recognition Tracker Survey

How is your group insuring top leadership involvement in order to maximize the impact of recognition?

5

Wow Recognition

The #1 reason people leave their jobs is because they don't feel appreciated.

» *Bureau of Labor*

How is your organization leveraging employee recognition to retain the best and brightest?

6

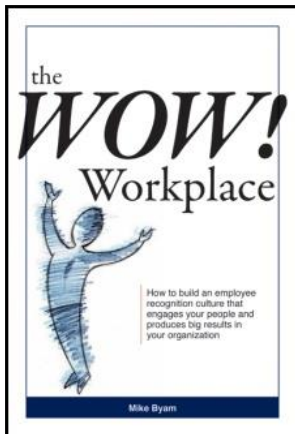
Wow Recognition

Only 31% of employees are engaged.

-Blessing White, 2011

What would happen in your business
if every employee was engaged?
How can you move toward that
goal?

Building a WOW! Recognition Culture



Employee Recognition for the New Generation

Mike Byam | Author of *The WOW! Workplace*
Managing Partner, Terryberry

Building a WOW! Recognition Culture

- Reinforce Value
- Provide Practical Steps
- Share Ideas
- Have Fun!



- Most employees feel adequately recognized at work.
 - True
 - **False**
- Only 40% of employees feel adequately recognized by their supervisor.
- 65% of employees say they received no recognition in the last year.
- 29% of employees are satisfied with recognition they receive.
- **90% of businesses indicate they recognize their employees.**

Building a WOW! Recognition Culture

- STEP 1: Get Aligned

“Every Client, Every Policy, Every Time”
– Chris Fisher, Keyser Insurance Group

Wynn LAS VEGAS



Building a WOW! Recognition Culture

- ABC's of Recognition
 - Underscore what your company values most
 - Attitudes
 - Behaviors
 - Contributions



Building a WOW! Recognition Culture

- Senior leaders believe what percentage of their employees are recognized monthly?
 - 25%
 - 42%
 - 63%
 - 80%
- 40% of managers report recognition happens monthly
- 22% of individual contributors report that recognition happens monthly.

(Bersin & Associates, 2012)

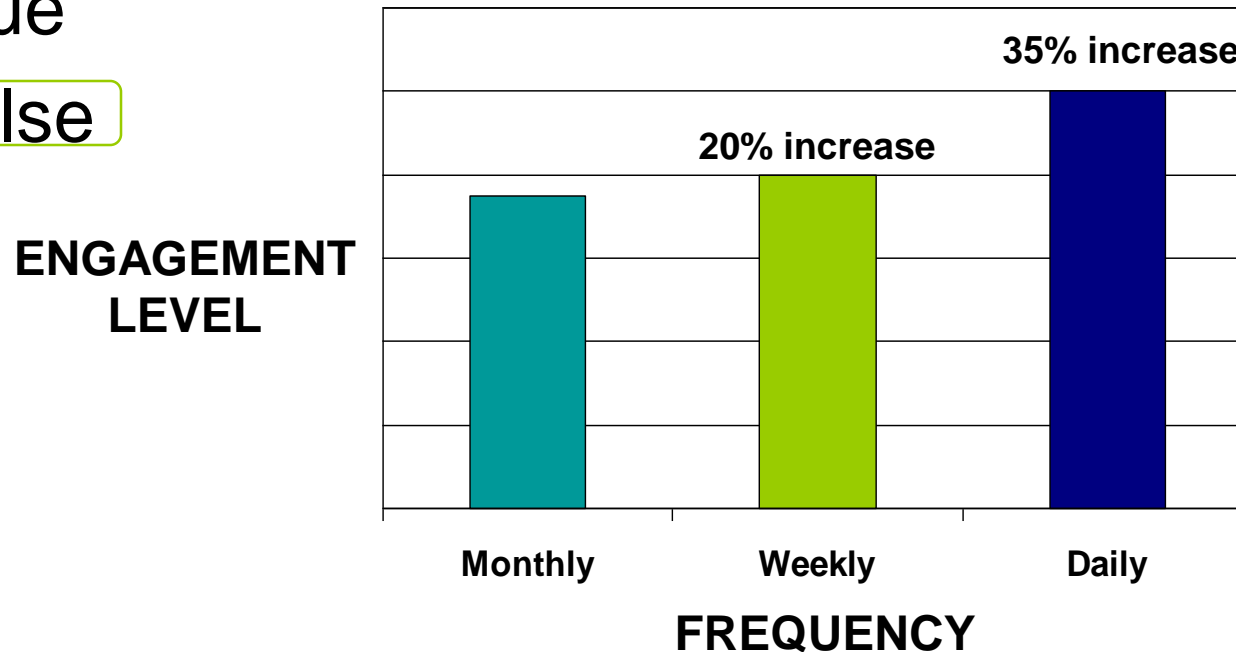
Building a WOW! Recognition Culture

- Recognition that is too frequent will lose its impact.

– True

– False

Recognition Drives Engagement



(citing findings of David Brown, Director of Hewitt Associates)

Building a WOW! Recognition Culture



Building a WOW! Recognition Culture

- Areas of job satisfaction most often linked to employee motivation - The AMA

Credit for the work they do **1**

Promotion on merits **5**

Interest in work **2**

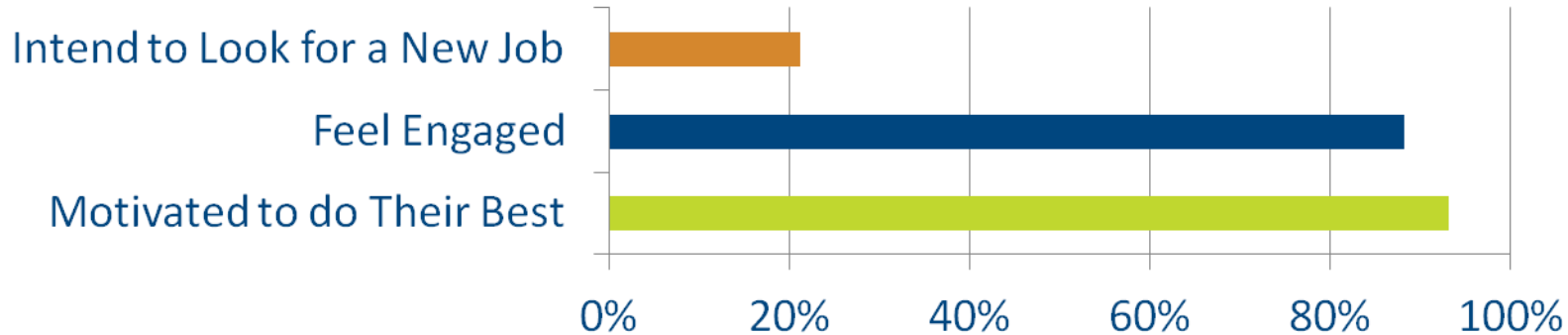
Fair pay with salary increase **3**

Understanding & appreciation **4**

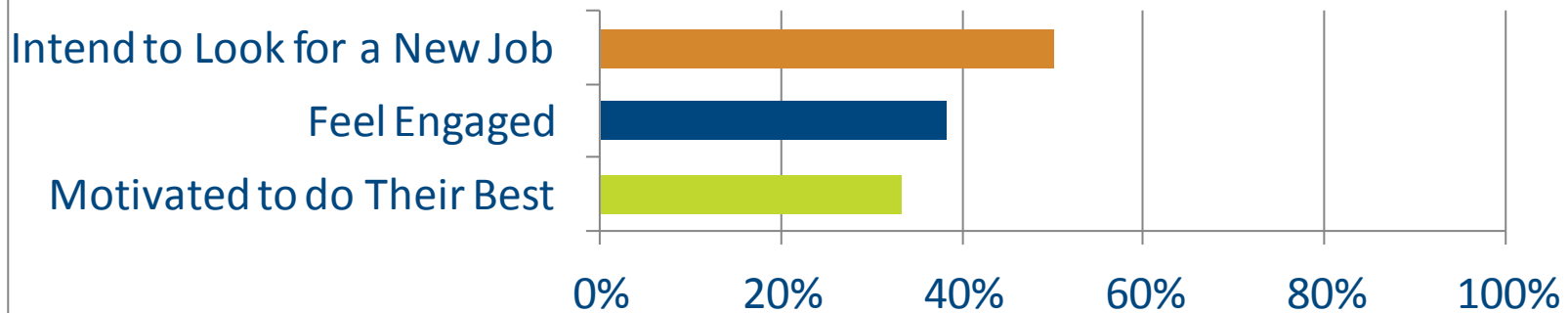


Building a WOW! Recognition Culture

Employees Who Feel Valued



Employees Who Feel Undervalued



APA by Harris Interactive , March 8, 2012

Building a WOW! Recognition Culture

Happier Employees + Happier Customers = More Profit

Linking people metric with business metrics (ACE)

Alignment Capabilities Engagement

- Restaurants with high scores in all 3 dimensions =
“Optimized” on People Equality

Mark H. Blankenship, (July 2012) *HR Magazine*

- “Optimized” restaurants have:

- 21% lower turnover
- 5% higher overall guest satisfaction
- 10% higher sales
- 30% higher profits

- **STEP 2: Connect with Employees**

“People often say that motivation doesn’t last. Well, neither does bathing – that’s why we recommend it daily.”

» Zig Ziglar



Building a WOW! Recognition Culture

- **STEP 3: Create Balance**
 - Recognition is a 3-Legged Stool

Informal

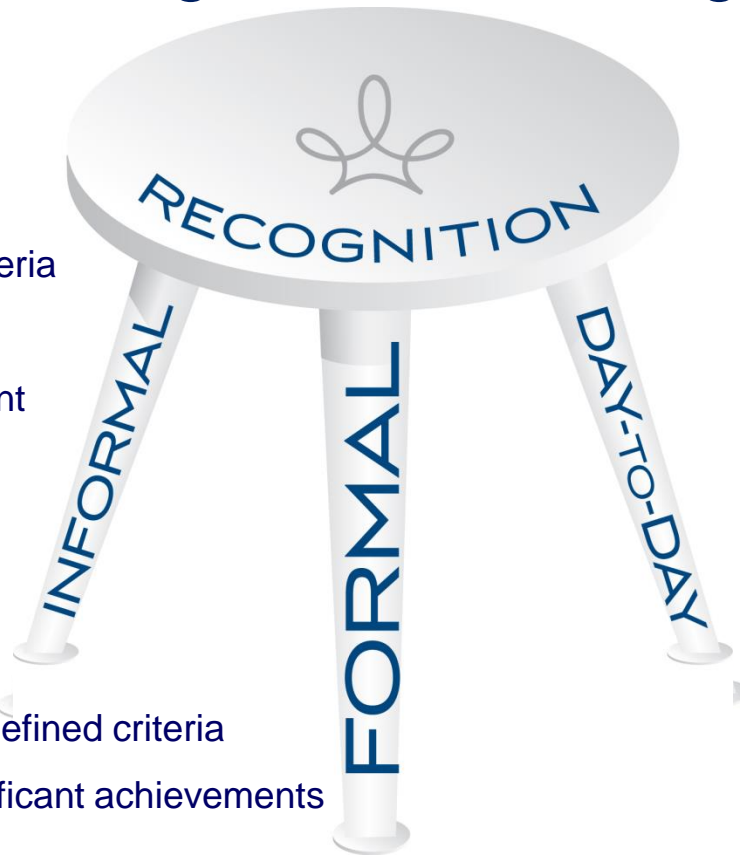
Casual structure, defined criteria
Peer to peer interactions
Frequently minimal investment

Formal

Structured recognition for defined criteria
Significant awards for significant achievements

Day-to-Day

Manager/Employee interactions
Often supervisor-driven



Give a Meaningful Presentation

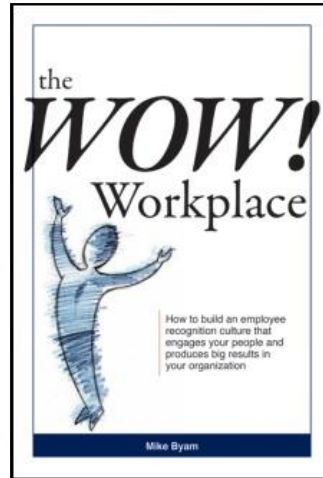


- Don't Wait!
- Be Specific
- Be Positive

- Reinforce Value
- Provide Practical Steps
- Share Ideas
- Have Fun!



Question & Answer Session



To learn more, visit: www.terryberry.com



For questions, contact Mike Byam: m.byam@terryberry.com

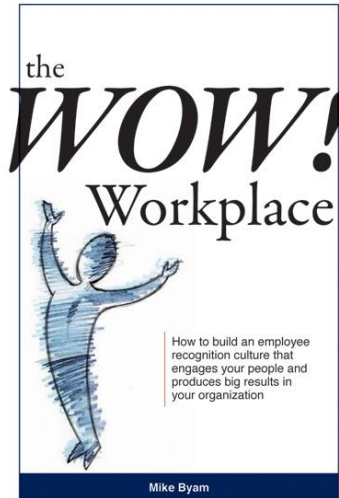


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Recognition Resources



"A catchy, engaging, and useful read. Byam shows how recognition efforts can energize and create a positive work environment that sustains business success."

*Dave Ulrich
Professor, Ross School of
Business,
Univ. of Michigan Partner, The RBL
Group*

The WOW! Workplace by Mike Byam

In *the WOW! Workplace*, you'll find page after page of real-world recognition ideas from top businesses like Stanley Tools, Google, Wegmans and more. A practical guide and a great training tool for management teams.

Get your copy...

In Print: www.WowWorkplace.com

E-book: www.smashwords.com

Recognition Resources



*Transform your Business
by Rewarding your
Team Members*

Shaun McKeogh
Ann-Maree O'Neill

with Foreword by Mike Byam



*"There is no better and more effective way to **grow a business** and culture of mutual teamwork than by **rewarding and recognizing** hard work."*

*Craig Rebeck, Managing Director
JMPresentations, London*

Reasons 2 Reward

by Ann-Maree O'Neill & Shaun McKeogh

Reasons 2 Reward provides a formula for designing and implementing a reward program that creates a motivating work environment and helps leaders take their business to the next level.

Get your copy...

In Print: www.recognizeme.com

E-book: www.smashwords.com



Recognition University

www.recognitionuniversity.com

Equip your organization's leaders with the know-how to energize and engage your workforce through effective recognition.



- **On-Site Training Programs**
- **Virtual Training Programs**
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Building a WOW! Recognition Culture

- 100 BEST are all leaders in recognizing the value and importance of their people to their success
 - Praise and recognition are essential building blocks of a great workplace.
 - Balance of formal, informal, day-to-day & peer recognition

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COMPANIES
TO WORK FOR®

