

# Recognition Do's and Don'ts

DO	DON'T
Create recognition practices your employees love.	Minimize the value of an effective reward and recognition system or the damage of an ineffective one.
Take the time to really get to know your employees. Find out what motivates each one. Respect people's differences.	Treat everyone the same. One size does not fit all when it comes to employee recognition. (For example, one person may enjoy public recognition while another would be embarrassed by it.)
Align rewards and recognition to your organization's critical business goals. Only reward what will make your organization ultimately successful. Tie recognition to measurable performance.	Water down criteria for awards.
Praise immediately following the positive action. This is where you get the best return.	Save up and hoard your praise for a rainy day. Your employee may have forgotten what they did to earn your favor.
Listen. Small things like this that can work wonders.	Limit your options by thinking you have to have a bank full of money to keep motivation alive.
Catch your superstars in the act! It's human nature to want others to notice our accomplishments.	Make the mistake of thinking high performers don't need recognition.
Reward the right behavior at the right time in an appropriate manner. Make recognition something special - something people have to genuinely earn.	Go overboard and recognize excessively. Otherwise you could put yourself at risk of promoting an entitlement rather than a performance culture.
Think creatively. There are lots of fun, low-cost/no-cost ways to show your appreciation.	Rely on the tried-and-true, ho-hum coffee mug as the gift of choice.
Employees are more motivated when they hear from you and others that they are making a difference.	Expect your employees to stay motivated if they feel unappreciated.
Pay attention to those rewards that will make life easier for your employees, particularly for busy two-income households.	Pass up "Lifestyle" benefits.

Adapted from Performance Solutions - DO'S AND DON'TS OF EMPLOYEE RECOGNITION

<http://www.performancesolutions.nc.gov/motivationInitiatives/RewardsandRecognition/ACultureofRecognition/dosanddonts.aspx>