The Power of Recognition

It’s not always about the money
Objectives

- To enhance GW’s current recognition culture and further increase employee engagement, performance and retention, based on the GW Values, and reach all levels:
  - Peer to Peer
  - Manager to Employee
  - University to Employee

- To provide low-cost ideas that promote the benefits of meaningful recognition
**Definition: Recognition**

- to acknowledge or take notice of in some definite way
- to acknowledge with a show of appreciation
- to celebrate or reward a significant achievement
- the act of seeing or identifying
Question

• Do you think recognition is important? Why?

• Do you think recognition is a way to motivate employees? How?
Benefits of Recognition

• Increased productivity – the act of recognizing desired behavior increases repetition and therefore productivity.

• Greater employee satisfaction and enjoyment of work - more time spent focusing on the job and less time complaining.

• Direct performance feedback for individuals and teams is provided.

• Higher loyalty and satisfaction scores from customers.

• Teamwork between employees is enhanced.

• Retention of quality employees increases – lower turnover.

• Better safety records and fewer accidents on the job.

• Lower negative effects such as absenteeism and stress

• Collectively boost morale, productivity and profitability – win/win

Recognition is about relationships
Interesting Statistics

• The Walt Disney World Resort employee recognition program
  • 15% increase in staff satisfaction when day-to-day recognition performed by their immediate supervisors.

• Sears, Roebuck & Co. recognition program
  • 5% increase in employee attitude scores, 1-3% increase in customer satisfaction and a 0.5% increase in revenue.

• Lack of recognition results in negative or ‘actively disengaged’ workers
  • Comprises about 10% of the US Gross Domestic Product annually, including workplace injury, illness, employee turnover, absences and fraud.

• According to employees, 57% of the most meaningful recognition is free
  • Employees are more interested in the underlying message behind the reward
The Recognition Experience

Recognition is not:
- Perks
- Bonuses
- Plaques
- Awards
- Incentives

Unless it is meaningful
Recognition that works

- Specific and relevant
- Based on GW’s mission and values
- Frequent

Recognition should be:
Recognition can be as simple as…

- Specifically stating what employee did and why they are being recognized – specifics identify and reinforce the desired behavior.
- Explaining how the behavior made you feel - assuming you felt some pride or respect for their accomplishment!
- Pointing out the value added to the team or organization by the behavior.
- Thanking the person again by name for their contribution.

*Employees give as good as they get*
Recognition strategies

- Get to know people on your team
- Make sure recognition is specific and tied to mission and values of University
- Make a recognition plan for how and when to recognize:
  - Individuals
  - Departments/Teams

*One size does not fit all*
VALUES

LEARNING
We support opportunities for continuous development that maximize the potential of the individual and strengthen the University.

COMMUNICATION
We strive to freely share information and ideas in an open, concise, and effective manner.

COMMUNITY
We engage members in building a culture that connects people around shared interests.

DIVERSITY
We understand that each individual is unique and that by accepting all people — we embrace the contributions of others.

EXCELLENCE
We commit to achieving the highest standards in all our endeavors.

RESPECT
We value diverse contributions and treat others with courtesy and dignity.

SERVICE
We strive for excellence and understand our responsibility to exceed expectations of others who depend on our actions.

SUSTAINABILITY
We value and engage in sustainable practices that enhance current and future resources for our campus, our community, and our world.

TEAMWORK
We encourage collaboration to meet common goals and produce a sense of shared responsibility.
Example: Recognition tied to value

- Value – Teamwork
- Example – “Angela is always a team player. By taking ownership of problems and actively looking for solutions, she provides the best service to not only our department, but to departments outside of GW Housing. Doing this allows her to build strong relationships with her colleagues and our customers. Without her, we would be at a loss. Thank you Angela”
Recognition: Manager to Employee

- Set expectations and identify resources
- Determine employee preferences – create recognition profiles
  - Write a thank you note
  - Give movie tickets, GW car wash, etc. (see other ideas in GW’s Recognition Toolkit)
  - Nominate for University, Divisional, and/or Department Awards
  - Identify opportunities for growth

- Recognize regularly

70% of most meaningful recognition comes from manager
Recognition: Manager to Employee

- Plan Offsite retreats/events
  - Give awards linked to specific values/behaviors
- Create a “Wall of Fame”
  - For virtual teams use collaboration software to leave positive comments
- Encourage team to recognize each other
  - On Wall of Fame
  - Through Positive Vibes
- Find additional ideas in GW’s Recognition Portal

Recognition has a great impact on performance
Recognition: Peer to Peer

- Colonial Community’s Positive Vibes program
  - Publicly thank, congratulate, or recognize a GW colleague on either a job well done or a special occasion

- Nominate a peer for one of GW’s formal recognition programs
Recognition: University-Wide Programs

- Service Excellence Celebration
- Holiday Party
- Career Milestones Awards
- Proud to be GW Festival
Next Steps

Write down one recognition idea that you will use in the next two weeks.

- *Who will you recognize?*
- *How will you implement the idea?*

Commit to completing at least one **Positive Vibe** a month.