

## **Tips for Creating an Effective Recognition Program**

### **Involve your employees**

Ask your employees what types of recognition they value and what they feel is important to them. Make sure that what you are trying to accomplish with the incentive program is beneficial to your operation and will positively impact the business.

### **Involve your customers in the selection process**

Invite customers to send an email comment or submit comments that identify staff who have been particularly helpful.

### **Make the recognition meaningful**

Ensure the reward is meaningful. Ask your employees what types of recognition they value and what they feel is important to them. Find out what your employees like to do in their spare time. What's their favourite snack, colour, activity? Create a list of 'likes' for all employees, so you have a list of ideas when needed.

### **Communicate**

Be sure the details of the recognition program are well communicated to all employees. They should clearly understand the criteria for achieving recognition and how they are evaluated. This will ensure that everyone sees that recognition recipients are selected in a fair and unbiased way.

### **Generate employee enthusiasm**

You can create a company buzz about your recognition program just through the way in which you present and communicate the winners. A few ways to do so include spotlighting recipients in a Company newsletter, hanging up a photo of the winner in the office, or recognizing them officially during a staff briefing or meeting presentation.