

The background is a deep space scene featuring the curved horizon of the Earth, showing blue oceans and white clouds. The sky is dark blue and black, filled with numerous small white stars. Several large, semi-transparent, colorful geometric shapes are scattered across the image: a green circle in the top left, a yellow circle in the top right, a purple circle on the right edge, a blue circle in the bottom right, a red rounded rectangle in the bottom center, an orange rounded rectangle in the bottom left, and a light blue rounded rectangle on the left edge.

Reward Gateway **SUMMIT**



Debra Corey

Author, Speaker and Consultant
Chief Pay it Forward Officer, DebCo HR



Making the leap to infinity and beyond through strategic recognition

Debra Corey, Author, Speaker,
Consultant, and Chief Pay it Forward
Officer at DebCo HR



The power of recognition





Recognition impacts how employees feel

Increases
their
awareness
through
feedback

Fosters a
sense of
**belonging &
connections**

Increases
feelings of
being
**valued &
appreciated**

Supports
their
happiness

Supports
their
wellbeing

Which translates into how employees act

Increases
**employee
engagement**

14% higher
employee
engagement

Increases
**employee
productivity**

can increase by
30% when
employees receive
just one piece of
praise a day

Drives
revenue

2 times
higher revenue

Drives
**business
results**

12 times more
likely to generate
strong business
results

Reduces
burnout

43% lower burnout
in organisations
where they practice
recognition

74%

of employees surveyed stated that
they would stay at their current
company longer if they received
more recognition

65%

of employees said
they haven't been recognised in the
last year and don't feel appreciated

87%

of employees feel their recognition
program is 'stale, outdated, or used
as disguised compensation'

5 Keys to Success



Challenge #1

Start by focussing
on the feeling of
appreciation . . . how
do you want your
people to feel?







Challenge #2

Design programmes and plans that deliver recognition to meet your objectives, your 'why'



Employee of the month





**40 prizes of £1,000
each available each year**

**Recognition was reaching 2%
of their entire workforce**

**Only 20% answered
positively to “I receive recognition
when I do a good job”**

Heineken's new recognition objectives

Move away
from large
awards for few
to smaller
awards for
many

Provide
recognition
that could
apply to all
colleagues

Make
recognition
happen on a
more timely
basis

Maximise
value from
their
recognition
budget

[Alerts](#)
[Account](#)
[Basket](#)
[Favourites](#)
[Support](#)

[Home](#)
[Discounts](#)
[Recognition](#)
[Local Offers](#)

Total Savings

£1,272.25

Approved cashback

£20.72

Pending cashback

£45.57

[Edit page](#)

HEINEKEN RECOGNITION

Our Recognition scheme allows you to recognise anyone at any time. There are a number of different ways you can give or receive recognition, from a simple 'thank you' eCard to monetary and non-monetary awards (such as a day off or a meal in one of our pubs).

THANK YOU ECARDS & CHEERS! INSTANT AWARDS

Has someone taken the time to help you out or had a brilliant idea? Perhaps they have a positive attitude even when they're busy or have come up with a creative solution that has made a difference?

Sending them a simple thank you can go a long way. Anyone can send an eCard to another colleague or friend at any time. It's a fantastic way to recognise a job well done.

As a People Manager you can also recognise colleagues 'in the moment' and let them know you appreciate their hard work, commitment and drive with a £50 Cheers! Instant Award.

[Click here to get started.](#)

INSPIRING PEOPLE AWARDS (IPAs)

Do you know someone who really shines, who goes the extra mile and who lives and breathes our HEINEKEN Behaviours? Then nominate them for an IPA.

Anyone can nominate another colleague at any time. If approved by the local Functional Leadership Team they could receive an award ranging from £100 to £1,000 or a non-monetary award, such as a day off or a meal in one of our pubs.

[>Click here to get nominating.](#)

LONG SERVICE AWARDS

[>Click here](#)

WHAT AWARDS ARE AVAILABLE?

[>Click here](#)

HOW TO GUIDES

[>Click here](#)

HOW TO CLAIM AN AWARD

[>Click here](#)

[Home](#) | [Privacy](#) | [Cookie Policy](#) | [Site Map](#) | [Terms & Conditions](#) | [Accessibility](#) | [Support](#) | [Logout](#)

HEINEKEN RECOGNITION

Our Recognition scheme allows you to recognise anyone at any time. There are a number of different ways you can give or receive recognition, from a simple 'thank you' eCard to monetary and non-monetary awards (such as a day off or a meal in one of our pubs).

THANK YOU ECARDS & CHEERS! INSTANT AWARDS

Has someone taken the time to help you out or had a brilliant idea? Perhaps they have a positive attitude even when they're busy or have come up with a creative solution that has made a difference?

Sending them a simple thank you can go a long way. Anyone can send an eCard to another colleague or team at any time. It's a fantastic way to recognise a job well done.

As a People Manager you can also recognise colleagues 'in the moment' and let them know you appreciate their hard work, commitment and drive with a £50 Cheers! Instant Award.

[Click here to get started.](#)

INSPIRING PEOPLE AWARDS (IPAs)

Do you know someone who really shines, who goes the extra mile and who lives and breathes our HEINEKEN Behaviours? Then nominate them for an IPA.

Anyone can nominate another colleague at any time. If approved by the local Functional Leadership Team they could receive an award ranging from £100 to £1,000 or a non-monetary award, such as a day off or a meal in one of our pubs.

[>Click here to get nominating.](#)

LONG SERVICE AWARDS

[>Click here](#)

WHAT AWARDS ARE AVAILABLE?

[>Click here](#)

HOW TO GUIDES

[>Click here](#)

HOW TO CLAIM AN AWARD

[>Click here](#)

Challenge #3

Find ways to have more recognition winners the MasterChef Australia way





This is how it's done



HomeServe
Quarterly Shining Star Awards
Different Categories



Chelsea Football Club
Quarterly Pride of Chelsea Awards
No Maximum Number



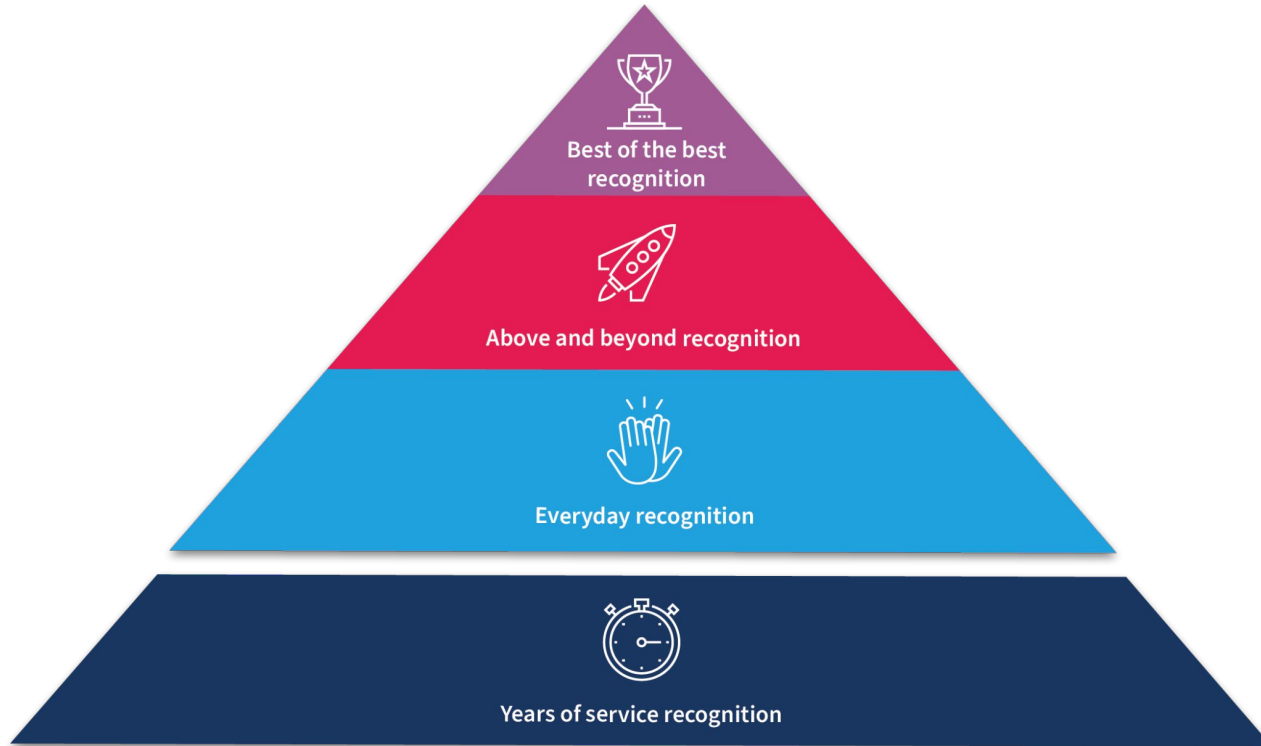
Shell Energy
Annual Shine Awards
Nominees Recognised

Challenge #4

Build a recognition programme that aligns with your culture and makes you stand out



The recognition pyramid



This is how it's done with eCards . . .



Certis Security
Values-based e-Cards



Charles Tyrwhitt
Leadership e-Cards



Teleperformance
Special campaign e-Cards



Misguided
Special campaign e-Cards

This is how it's done with awards . . .



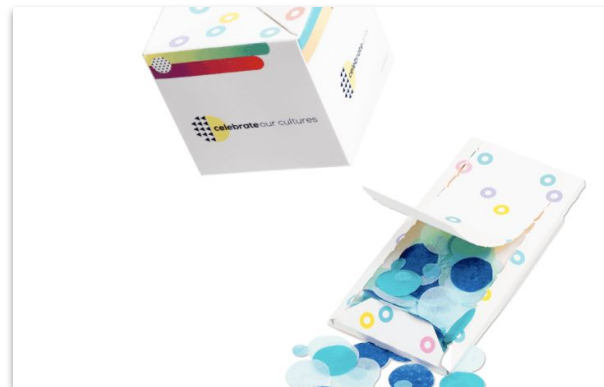
Burton's Biscuits

*Anytime peer-to-peer
Crumbs Up Awards*



Zappos

Monthly GOAT Awards



Missguided

*Monthly peer-to-peer
Vibes Awards - confetti cards*

And a few more awards . . .



Ascentis

*Anytime Red or Gold Celebration
Tickets*



KFC

*Anytime Culture Culture
Awards*



InterGlobe Airlines

*Quarterly Employee
of the Quarter Awards*

And with service awards . . .



Charles Tyrwhitt
Button pen holders



Zappos
License plates



Atlassian
Bobbleheads

Challenge #5

Keep up the momentum -
keep the power pack
charged and working!



This is how it's done

Certis Security

Incorporate training into manager training programme

Kellogg's

Have champions - "passionate influencers"

Teleperformance

Hold special/focussed campaigns throughout the year

LinkedIn

Found missing reward award "sweet spot" to improve engagement

Summary of Challenges

01

Focus on the
feeling of
appreciation

02

Design
programmes
aligned with
your 'why'

03

Get the right
'mix' of
winners

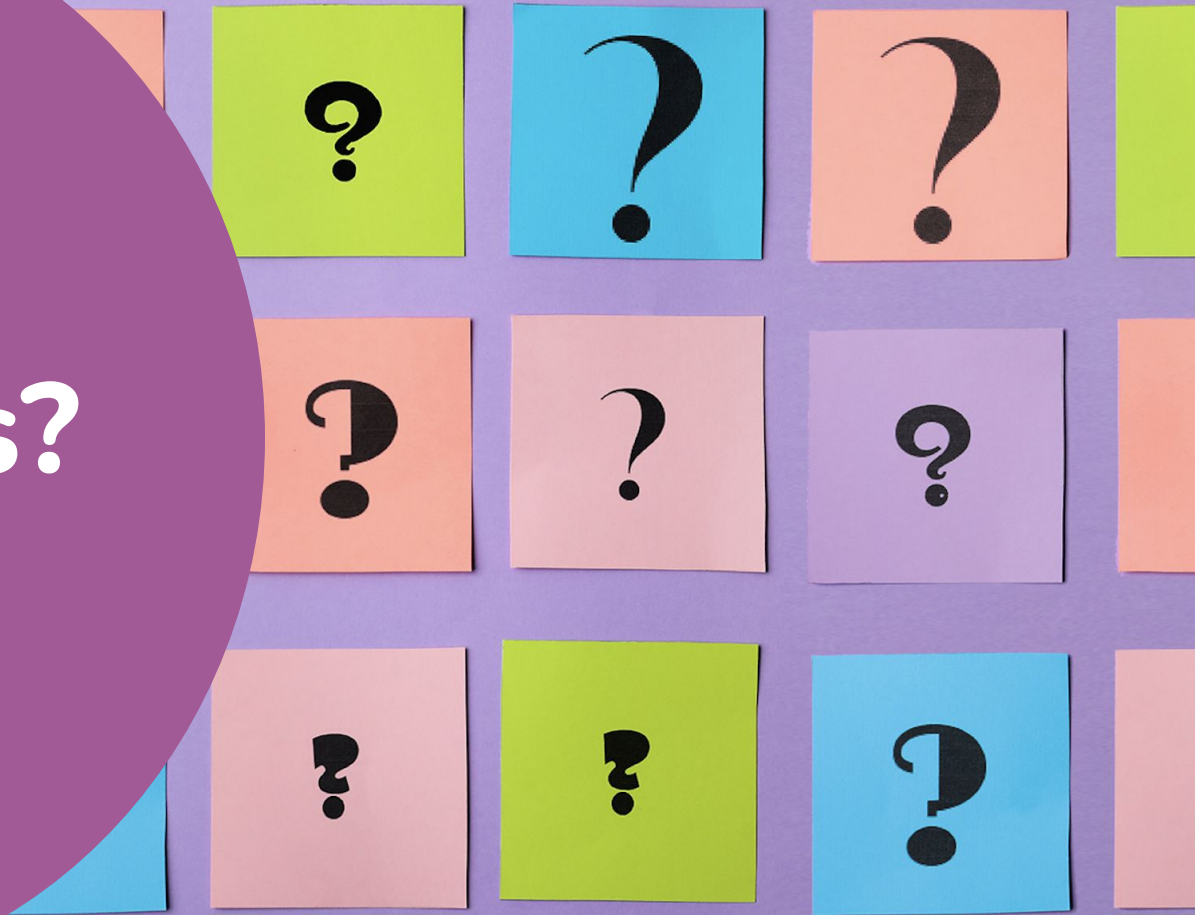
04

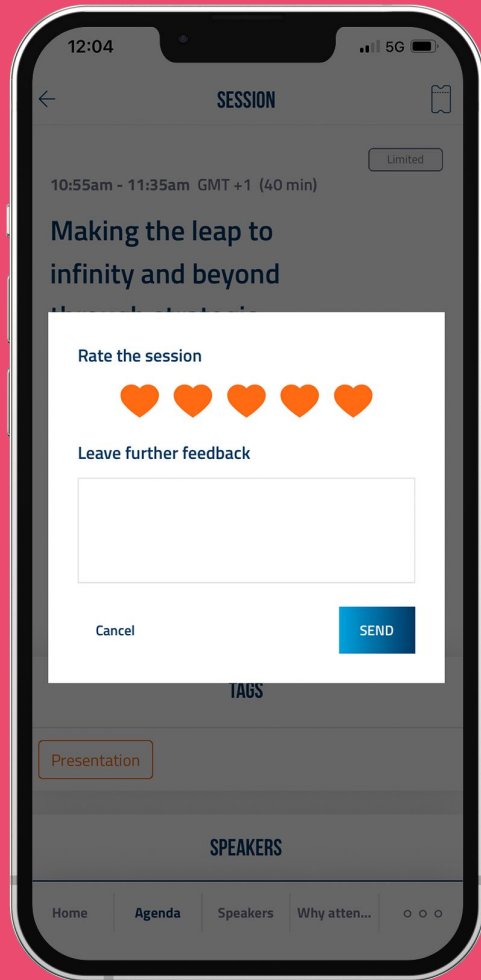
Build
programmes
to bring your
culture and
values to life

05

Keep your
recognition
'battery pack'
charged

Questions?





Feedback