WORKSHOP

Building a World-Class Recognition and Reward Programme to Strengthen Connection and Culture

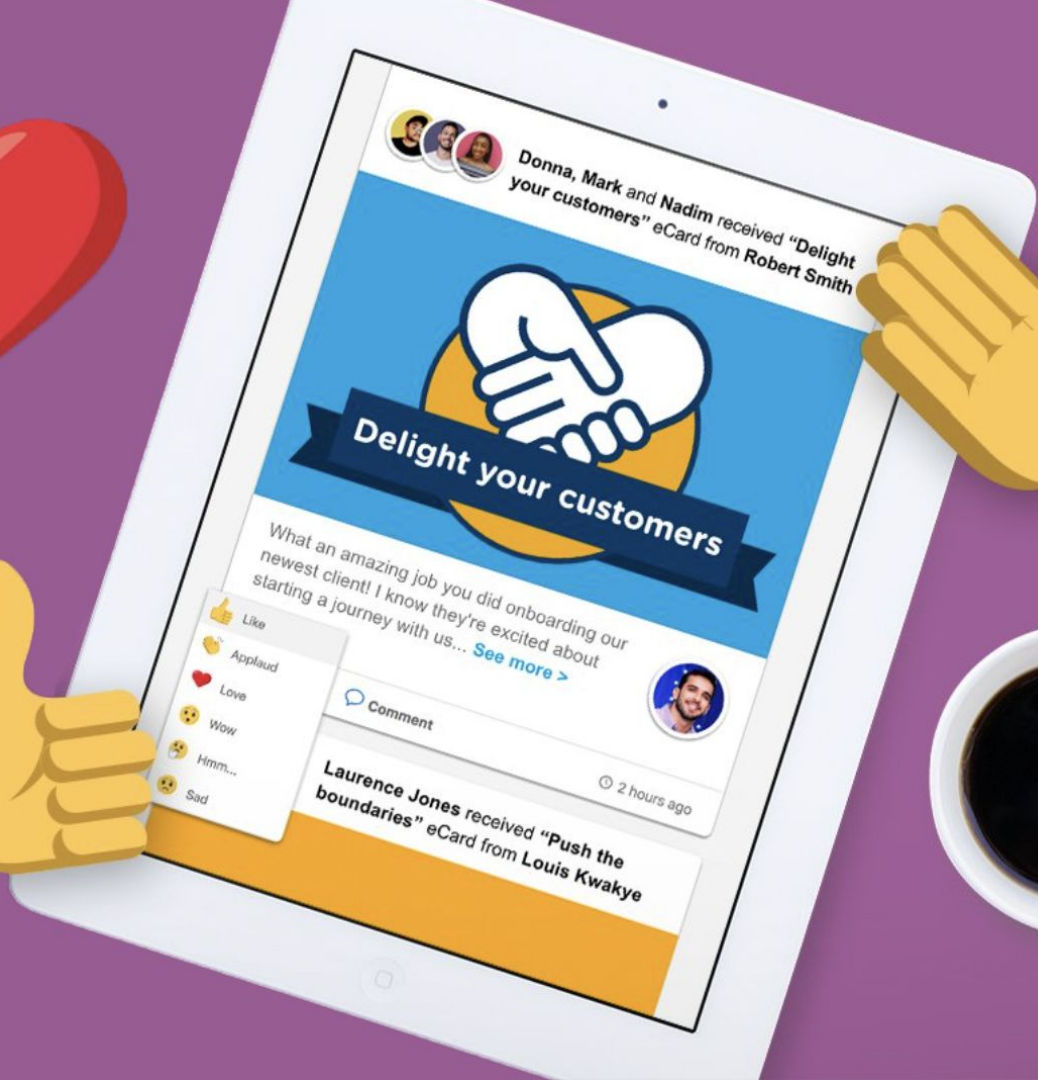# Workshop: Building a World-Class Recognition and Reward Programme to Strengthen Connection and Culture

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ON TODAY'S AGENDA
4 Modules

01 The business case for R&R

02 Strategic recognition & the impact of meaningful rewards

03 Increasing R&R programme engagement

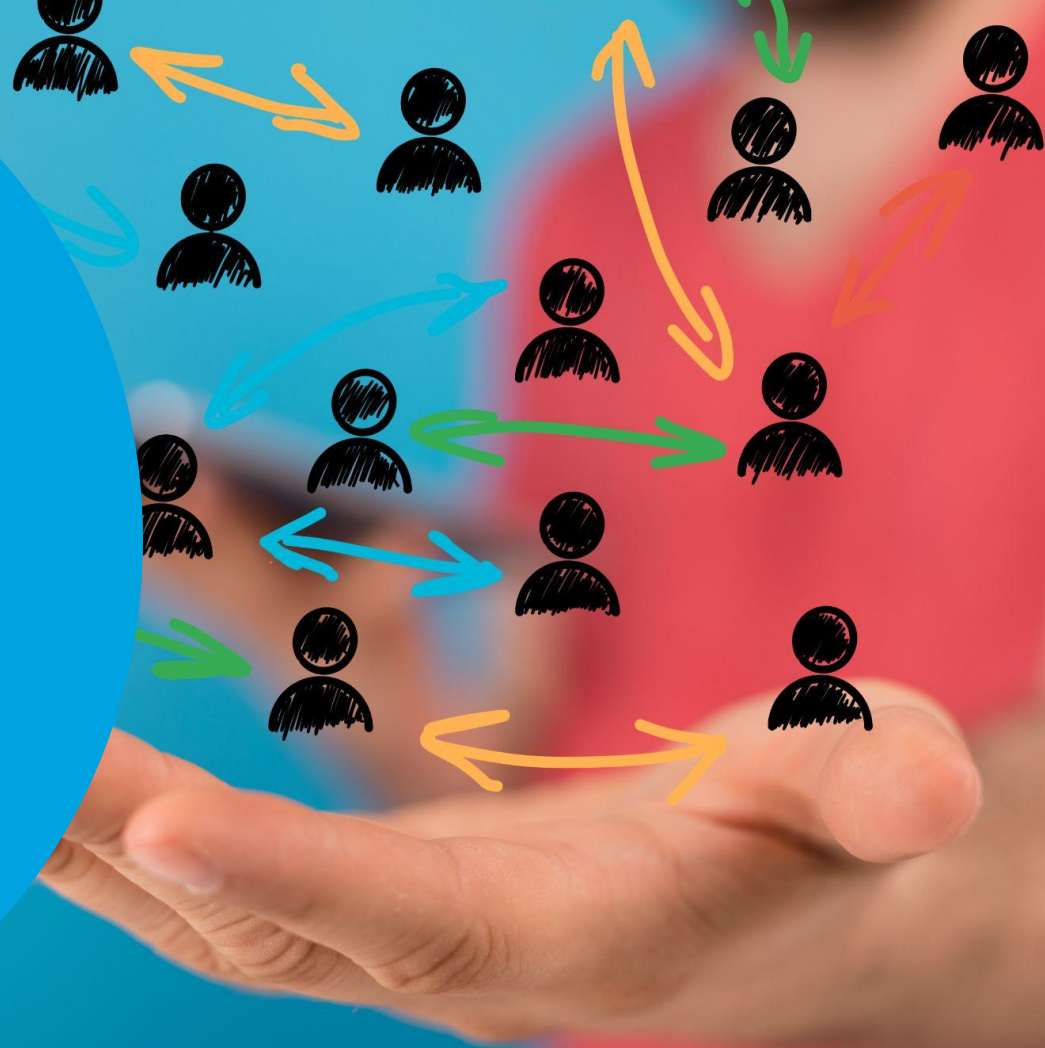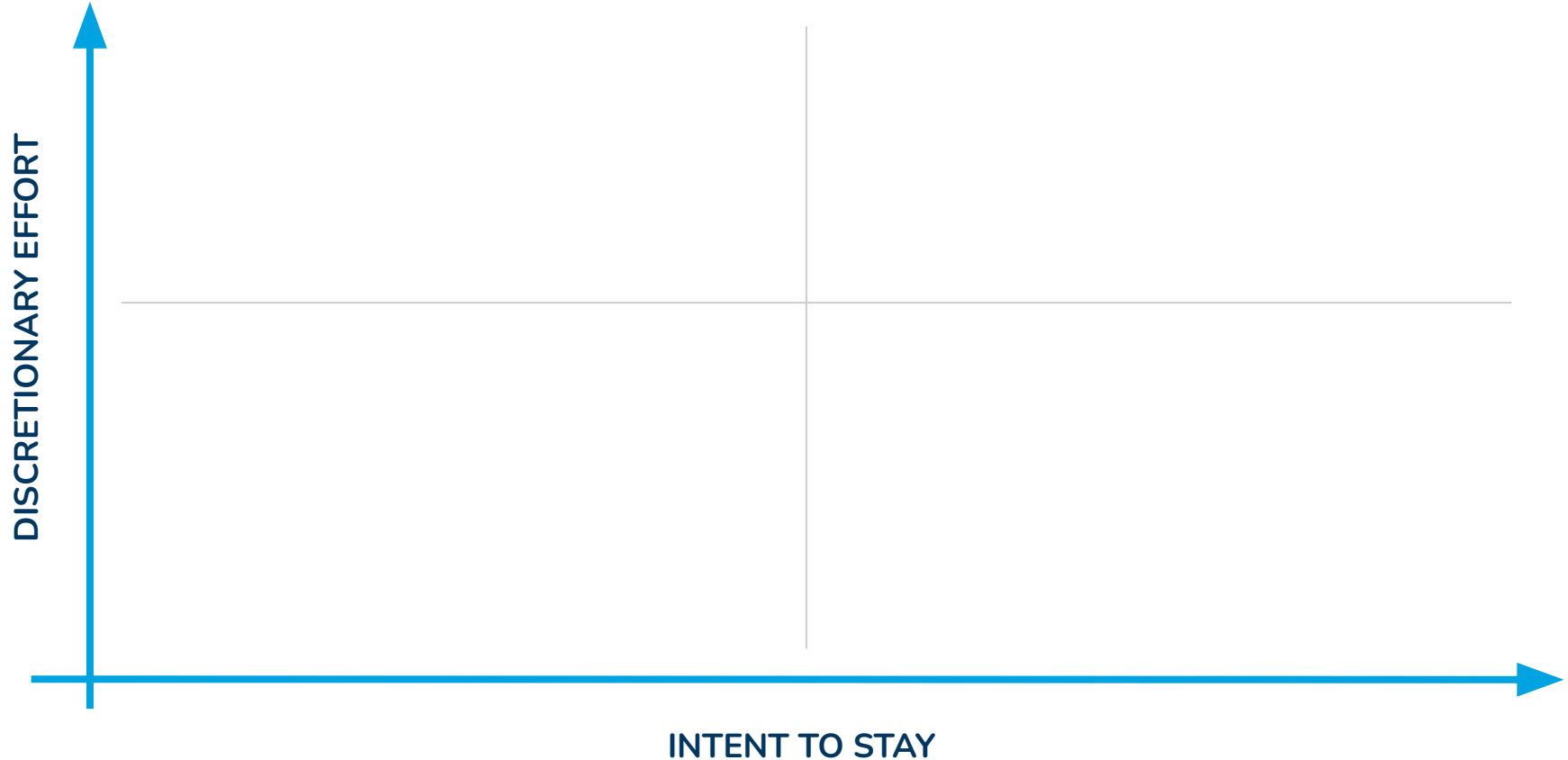**04** Reporting: Leveraging the power of visibility

Module 1

The business case for
recognition & reward

Our Employee Engagement Quadrant

DISCRETIONARY EFFORT

INTENT TO STAY

In which Quadrant of Employee Engagement do you think the majority of your people sit?

DISCRETIONARY EFFORT

Go-getters:
High-energy, bright and motivated, but don't always look out for the team. Ready to jump ship if a bigger or better opportunity.

Ambassadors:
Driven, reliable, and looks out for the long-term good of the whole team. Finds a constructive way to speak up a spirit of positivity and improvement.

Detractors:
Ready to challenge a decision before thinking about why it's been made. Thrives on disagreement and negativity and happily spreads it.

Stayers:
Puts in the bare minimum effort to fly comfortably under the radar. Won't rock the boat but won't step out of their comfort zone either.

INTENT TO STAY

Top 5 Things that Drive Productivity for Employees

Fulfilling job responsibilities

A strong and supportive manager/leader

Receiving recognition and rewards

Seeing the contribution of their work

Learning and training

43% of

hybrid workers say that receiving recognition and rewards makes them feel more productive

(39% for remote employees and 31% office-based employees said the same!)

Top 5 Things that Drive Productivity for HR Managers

55% of

HR managers find effectively rewarding and recognising employees challenging. HR leaders say R&R is the most unfunded initiative.

- Fulfilling job responsibilities
- Receiving recognition and rewards
- Learning and training
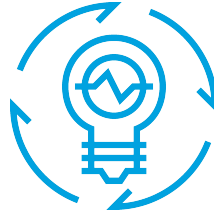- A strong and supportive manager/leader
- Team Building and celebrations

HR and people leaders understand the importance of R&R

39%

of HR managers feel their employer needs to prioritise **reward and recognition programmes**

82%

of HR managers **believe their reward and recognition programme** needs to be better

37%

of HR managers believe that R&R is poorly funded within their organisation

Set the scene:

Business Name:

Your People:

Number of Employees:

Number of Offices:

Average Tenure:

Number of Locations:

Module 01 | The business case for recognition & reward

List current reward and recognition activities:

How does recognition and reward happen most frequently in our organisation?

How would someone recognise or be recognised today?

What are the special recognition events that happen less frequently?

How would my people describe their current recognition experience?

Quick fire recognition and reward check

My people understand how their work contributes to company goals:

Disagree   1   2   3   4   5   Agree

People receive regular recognition or praise for doing good work:

Disagree   1   2   3   4   5   Agree

People always use company values to guide their decision making:

Disagree   1   2   3   4   5   Agree

I feel like I have the tools in place to recognise people in my team:

Disagree   1   2   3   4   5   Agree

People always feel valued in this company:

Disagree   1   2   3   4   5   Agree

Score:

What is your organisation's why?

	Encourage and reinforce high performance culture	Engage and motivate offline workforce	Celebrate organisation's culture and values
To create a culture where people feel valued and appreciated			
Create visibility for wins across the business			

My Recognition BHAG

(Big Hairy Audacious Goal)

The reason I want to build a better recognition and reward programme in my organisation is:

The 6 Pillars of Recognition Success

Highlight the areas where you're doing well and those in which you see opportunities to enhance the employee experience.

Individual

Links to contribution, career, development, performance, feedback and motivation.

Visible

Visible to the business. Visibility for individuals.

Empowering

Leaders are enabled, educated and have the tools to get on with it.

Consistent

Set rhythms; link to your values, impact and outcomes; measure frequency and impact.

Timely + Authentic

All employees can be recognised as close to the action as possible and are given the freedom to recognise in an authentic way.

Accessible + Fair

Accessible anytime, anywhere and by anyone, with clearly defined and communicated processes.

Your business has been cutting costs lately with the tough economic climate, so how can you justify this investment? Plus, how will you measure ROI?

Job ad creation and posting	£250
Onboarding plan and scheduling	£300–£500
Uniform or Company 'kit'	£500–£650
Induction programme and buddy system	£650 (2 weeks)
Induction training time	£250–£500
Employees facilitation and training sessions	
Lost productivity	£1,500–£3,000
Training (course and materials)	£1,000
Leader high-touch onboarding support	£1,500–£2,500
Lost IP	Invaluable

R&R Budget Planning

Consider ROI and VOI

After considering how to build an influential and consistent recognition programme, consider these statistics to help you advocate for budget. Go to **rg.co/attritioncost** to calculate the cost of losing your best people.

[1] Work Institute 2022 Retention Report
[2] Reward Gateway The HR Priority Report, 2024
[3] Reward Gateway The HR Priority Report, 2024
[4] Deloitte, 2022
[5] Great Place to Work, 2023

Module 01 | The business case for recognition & reward

Cost of replacing an employee is at least 33% of their salary[1]

29% of employees say they'd consider staying with their current employer if they received more recognition[3]

61% of employees agree their work wellbeing would improve if they were thanked more[2]

Engagement, productivity, and performance are 14% higher in organisations with recognition programmes than those without[4]

37% of employees said that more recognition would encourage them to produce better work more often[5]

R&R Budget Planning

How much budget do we currently allocate for recognition and reward?

What non-monetary rewards would get people excited and make the most of our budget? i.e. Lunch with the CEO

Where could we "repurpose" budget to deliver a more impactful engagement experience?

Module 2

Introducing strategic recognition & the impact of meaningful rewards

Name Your Reward and Recognition Programme!

My M.O.T

BAKE MY DAY

core

BREWards & RECOGNITION

PEOPLESERVE
Hundreds of discounts at your fingertips

AXA MAX

THE HIVE

MyWB

STaR

Espresso YOUR THANKS

EPIC Extras

My Programme Name Ideas

Recognition Pyramid

Game Changers — Gets the whole company talking

Manager-led Monetary Recognition — Empowers managers to recognise the great

Peer-to-peer Nominations — Empowers employees to recognise the great

Milestone Awards — Length of service/birthdays/group recognition

Peer-to-peer Values-based and Results-based eCards — Anytime, anyone, connects the most people

Recognition Pyramid

Game
Changers

Manager-led
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Peer-to-peer Nominations

Milestone Awards

Peer-to-peer Values-based and
Results-based eCards

Anytime, anyone, connects the most people

Greetings & Values

Which greetings, business values and strategies would your people like to see represented on eCards?

Values and Behaviours	Strategic Goals	Greetings

Examples of Greeting eCards

You make WFH a better place to work

Thank you for all that you do!

You've made my day

Peer-to-Peer Recognition

This level of recognition can touch the most people and has a lot of power. It's especially meaningful if you highlight topics that appeal to employees and managers alike. Which types of cards will people want to send?

Values and Behaviors	Strategic Goals	Greetings
e.g. Teamwork	e.g. Cross-selling	e.g.Welcome

Examples of eCard Designs

Connection

SAFETY
WE ALWAYS HAVE THE COURAGE TO BE SAFE

RedD!RT
Recognition. Engagement. Deals.

WELCOME TO THE TEAM

Recognition Pyramid

Game Changers

Manager-led Monetary Recognition

Peer-to-peer Nominations

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Peer-to-peer Values-based and Results-based eCards — Anytime, anyone, connects the most people

Bulk Scheduled Recognition

Automated moments that matter can create a real impact on your employees and their engagement within the programme from day 1 - this can be totally unique to each organisation depending on what you celebrate!

Company-Wide Celebrations	Religious Holidays	DE&I Initiatives
E.g Birthdays	E.g Seasons Greetings	E.g Pride Month
		RUOK Day
		International Women's Day

Module 02 | Introducing strategic recognition & the impact of meaningful rewards

Examples of eCard Designs

Happy International Women's Day

SUNCORP   RUOK?
so, how's it all going?
RUOK?

heartbeat

Happy **birthday**

Service Milestones

While managers can independently acknowledge someone's anniversary, are there milestones that you want to more formally acknowledge as an organisation?

Anniversary	How it will be celebrated
e.g. One Year	e.g. Automated eCard with £25 value

Examples eCards

Happy Anniversary

HAPPY 1 MONTH ANNIVERSARY

5 HAPPY ANNIVERSARY

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Recognition Pyramid

Game
Changers

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Monetary Recognition

Peer-to-peer Nominations

Milestone Awards

Peer-to-peer Values-based and
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Empowers employees to recognise the great

Length of service/birthdays/group recognition

Anytime, anyone, connects the most people

What to Consider for Nomination Awards

Individual or Group/team	Budget	Award Values	Timing
Approval Process	Approvers	Communication	Nomination Criteria
Eligibility	Visibility	Visuals	Nomination Window

Nomination Programmes

This level of recognition allows employees to elevate higher impact examples above the sending of a routine eCard. To increase the impact of this level of recognition, these programmes can appear and disappear at certain times of year or can involve an approval process that allows the organization to select "winners". What topics or groups would benefit from having a nomination programme?

Always On	Time bound	Segmented
e.g. Safety Award	e.g. Employee of the Month	e.g. Call Center Rockstar

Nomination Examples

MAKE YOUR NOMINATION HERE: * indic

Name: *

Award: *

-- Select --

Which value or values the person demonstrated? *
- [ ] We delight our customers
- [ ] We work hard
- [ ] We think global
- [ ] We love our job
- [ ] We are human
- [ ] We speak up
- [ ] We own it
- [ ] We push the boundaries

Award Reason: *

[Nominate Privately] [Nominate & Share]

Recognition Pyramid

Game Changers

Manager-led Monetary Recognition

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Milestone Awards

Peer-to-peer Values-based and Results-based eCards

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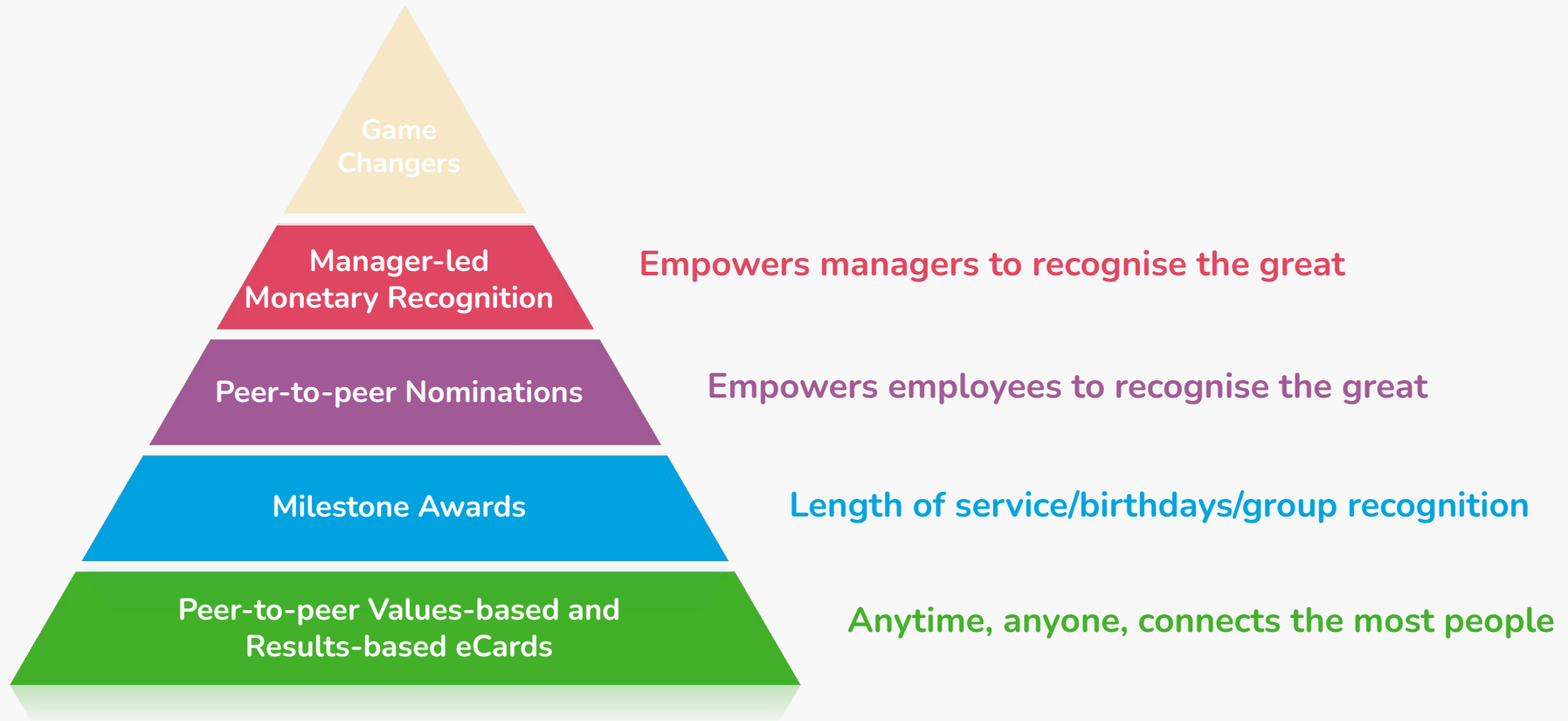
What to Consider for Manager-Led Awards

Payment Process	Budget	Award Values
Communication	Award Reason	Connection to strategic business objectives
Eligibility	Visibility	Engaging Managers

Recognition Pyramid

Game Changers — Gets the whole company talking

Manager-led Monetary Recognition — Empowers managers to recognise the great

Peer-to-peer Nominations — Empowers employees to recognise the great

Milestone Awards — Length of service/birthdays/group recognition

Peer-to-peer Values-based and Results-based eCards — Anytime, anyone, connects the most people

Game Changers

Some companies love the dramatic nature of an annual or high-profile recognition event. The higher impact the award, the more it can get people talking, you just want to make sure you have a process for selection that won't feel unfair.

Name	Selection Plan	Award
e.g. Achiever's Award	e.g. Top sales numbers	e.g. £1000

Award Examples

What recognition layers do you need?

Use this blank pyramid to draft the layers of recognition you have and want to preserve and any layers you'd like to add to ensure depth and consistency to your employees' recognition and reward experience.
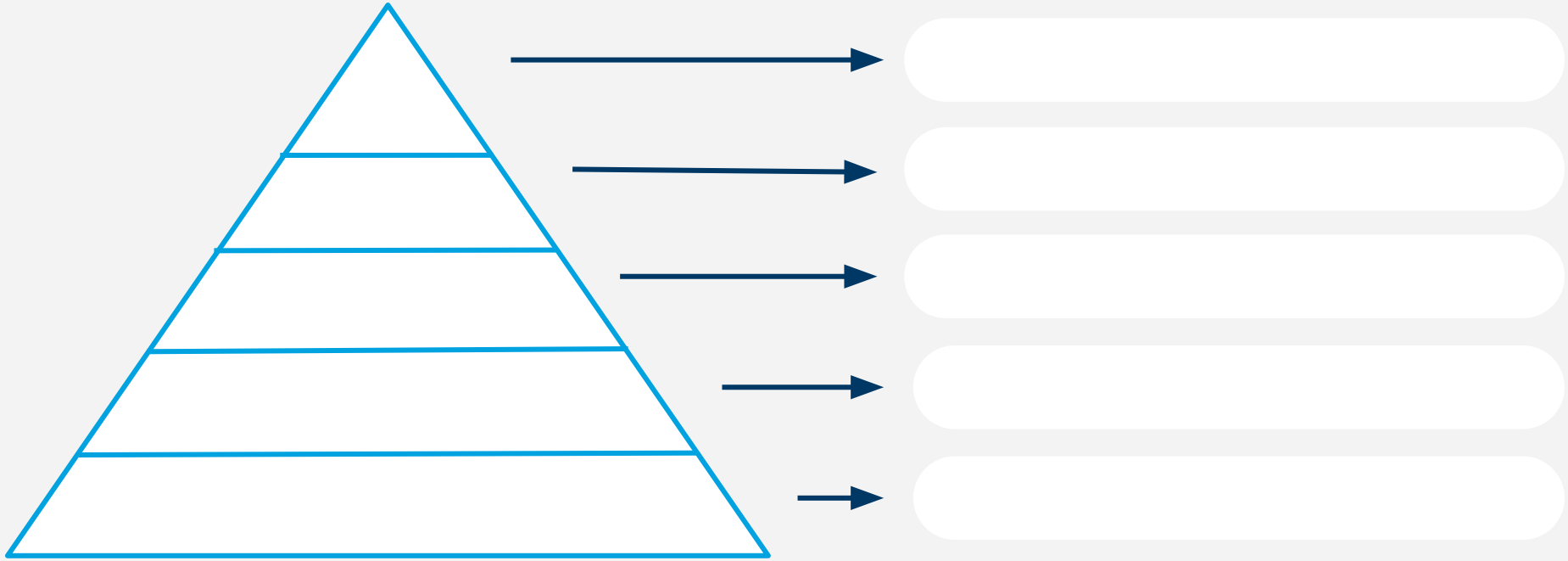
Module 3

Increasing R&R programme engagement

Building a Culture of Appreciation is about Consistency

First Day
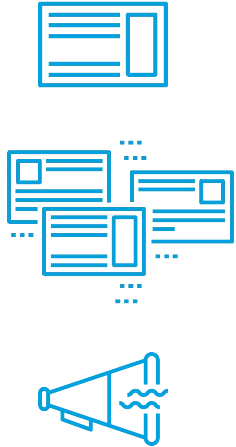
3-month milestone

Completing an important project

Speaking up about a new innovative idea for growth

Teamwork recognition

1-year anniversary
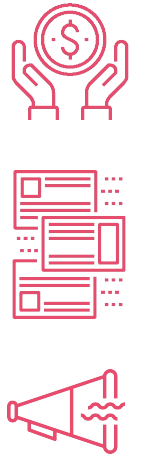
The 5 A's to Drive Programme Usage
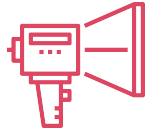
Awareness

Do people know about it? Are you posting or sending reminders?

Access

Can people easily get to the programme to post and view recognition?

Activity

Are there events to promote participation? Do stories include the impact?

Advocates

Are you working with influencers to promote the programme within groups?

Analytics

Do you review and share metrics to celebrate success and make adjustments?

Onboarding Communication Channels

Creating multiple touchpoints to enhance visibility of your recognition brand and help educate employees

Emails, Social Networks, Intranet, Digital Networks

Videos, Webinars, TV screens, meeting backgrounds, Splash screens

Printed posters, flyers, postcards, desk / site drops

Champions programme + Manager Briefing Packs

Onsite Roadshow (if allowed)

Branded merchandise

Creating a story for your people

Engagement Platform
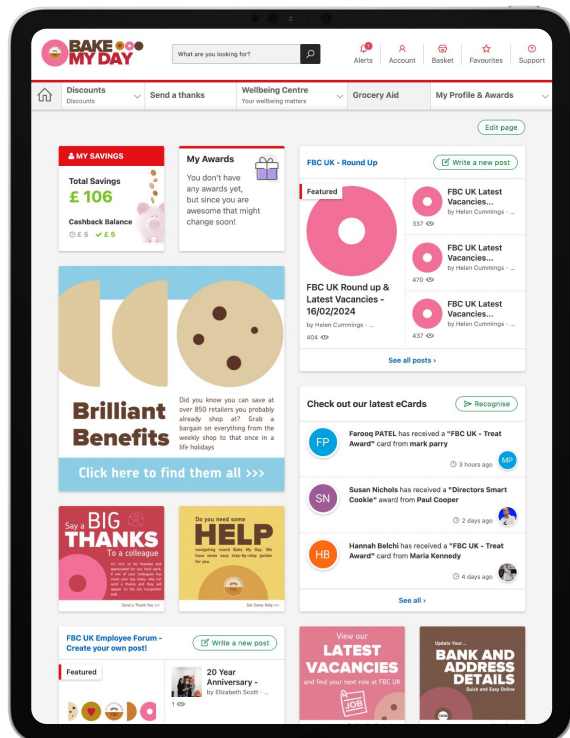
Posters

Name and Logo

eCards

Module 4

Reporting: Leveraging the power of visibility

Five key actions to help you transform into a progressive workplace culture

Employee Experience Mapping

What are the moments that matter to your people

Design Employee Personas
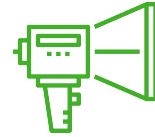
Engage and Listen to your People
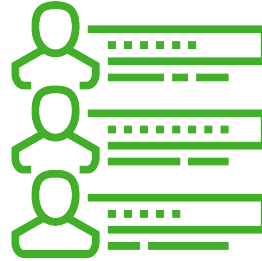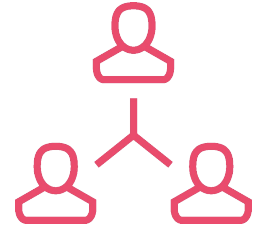
The Commercial Risk

A Focus on ROI and VOI
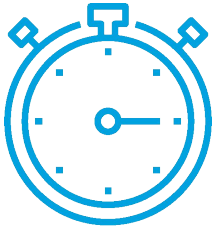
Time saving and efficiencies
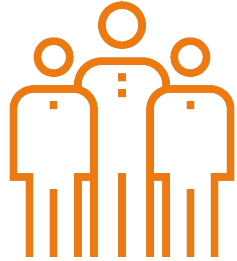
Cultural Improvements

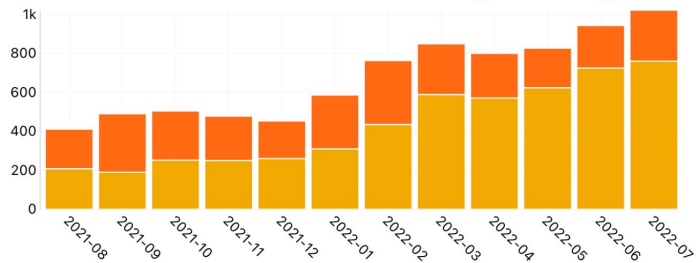**Improvement to key people metrics**

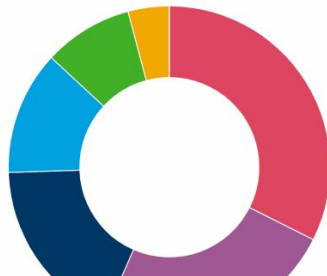**A more strategic focus for the HR Team**

Recognition moments flow

From Management
From CK High Risk
From Production
From Sales & Marketing
From Human Resources
From Information Tech
From Quality Assurance
From Maintenace
From Research & Develop

To Lasagne
To Distribut'n Direct
To CK Low Risk
To CK High Risk
To CK Prep
To Production
To Management
To Quality Assurance
To Maintenace
To Human Resources
To Sales & Marketing
To Finance & Admin
To Research & Develop

![Plymouth Community Homes logo]
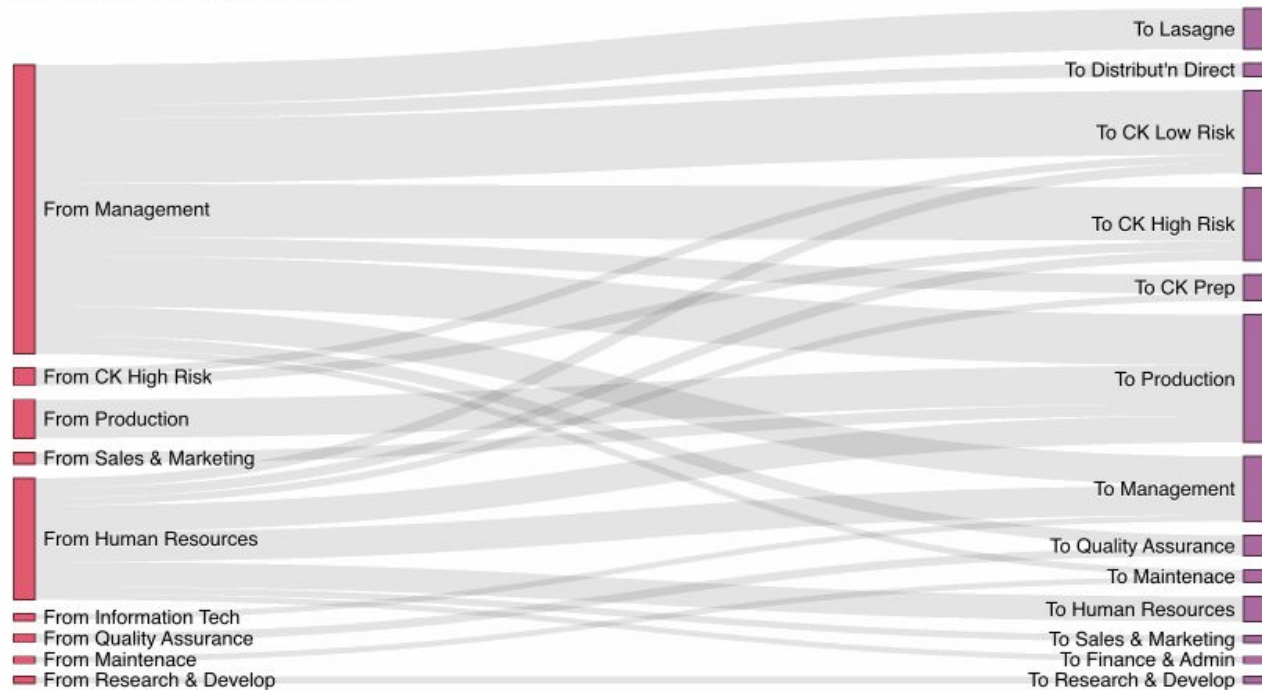
How Plymouth Community Homes introduced R&R to boost staff satisfaction by 30%

The ROI & VOI for Plymouth Community Homes

- **90% active users**

- **68% of staff** either sent or received an eCard in the first year

- **32% increase** in feelings of recognition amongst staff

- **Nearly 2,000 eCards** sent in first year

- **24% increase** in staff who think Plymouth Community Homes is a "great place to work
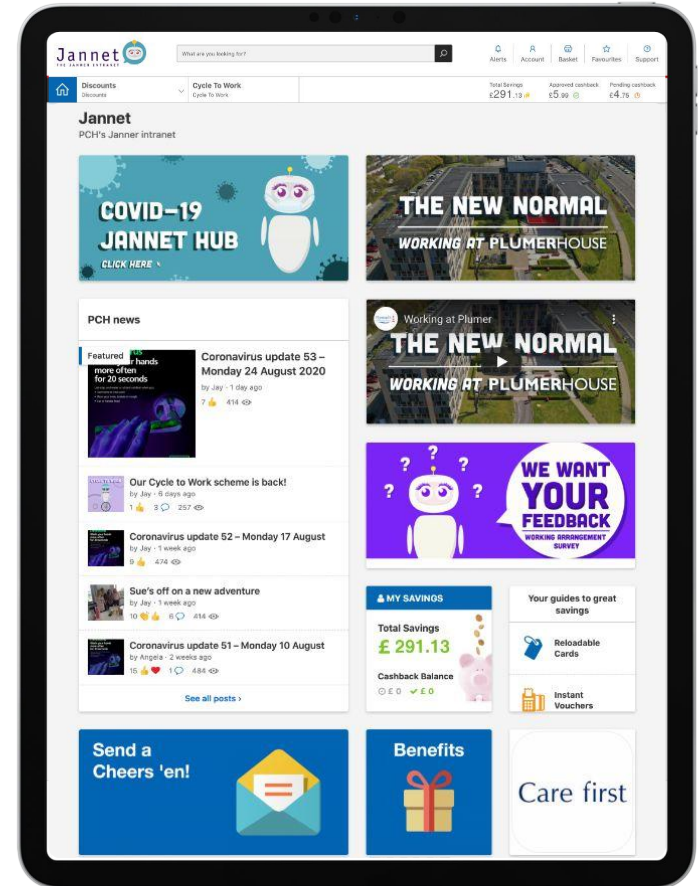
We've raced through...

01 The business case for R&R

02 Strategic recognition & the impact of meaningful rewards

03 Increasing R&R programme engagement

04 Reporting: Leveraging the power of visibility

How many recognition moments were sent across the various RG platforms in the UK in 2023?