



What Does Peer-to-Peer Recognition Look Like Today?



Debra Corey
Group Reward Director | Reward Gateway

Recognition is a basic human need and is especially important in the workplace. And the good news is that it doesn't have to be some big, scary or expensive thing to do. In fact, it's really simple. When someone does something nice for you or goes above and beyond to help you – thank them! According to a Reward Gateway survey, 70% of employees said that **a simple thank you would motivate them.**

Some of the top reasons companies implement employee recognition programs include:

1. Create a positive work environment.	2. Create a culture of recognition.	3. Motivate high performance.	4. Reinforce certain values-based behaviors.
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So let me ask you a question. How many people do you think it would take in your organization to achieve these objectives? **The answer is, everyone!** If you want to have a genuine recognition culture and achieve your recognition objectives, you need to invite everyone to “the party,” and allow everyone in the organization to recognize one another.

One of my favorite ways to send out invitations to this “recognition party” is through peer-to-peer recognition programs. They send a strong message to your workforce that you value their input, and want them to join you as you celebrate these important recognition moments.




Why does peer-to-peer recognition matter?

You might be wondering to yourself, “what’s the value of peer-to-peer-recognition and why do I need it at my organization?” Yes, having more people at the recognition “party” increases the chance of more recognition moments, but surely recognition from managers is more meaningful and should be enough? The simple answer is no. Although recognition from a manager contributes to employees feeling recognized for their hard work, recognition from peers can be just as meaningful and contributes to connecting employees with their organization and teammates.

According to SHRM, **peer-to-peer recognition is 36% more likely to have a positive impact on financial results** than manager-only recognition.

Put simply, peer-to-peer recognition is the foundation to establishing a culture of continuous recognition. When employees feel like they’re a part of something bigger and are appreciated by both their peers and managers, it helps build trust and a collaborative environment with more engaged and productive employees.

With a peer-to-peer recognition program in place you can:

 <p>Improve collaboration among employees at all levels.</p>	 <p>Showcase great behavior in line with your values and business goals.</p>	 <p>Encourage real-time recognition and conversation.</p>
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How eCards help build employee relationships

My “go to” peer-to-peer recognition tool has got to be eCards, which bring together the power of pairing real-time recognition with real-time communications to help build strong and solid employee relationships. They’re convenient, customizable and provide an opportunity to not just connect your workforce to each other, but to your purpose, mission and values. They also contribute to creating a thank you culture which is built on trust and open and honest communication, all key elements of an engaged workforce.

The recognition pyramid



The recognition pyramid: a strategic approach to employee recognition.

Peer-to-peer eCards fall into the bottom section of what I like to call the recognition “pyramid,” meaning they **reach the largest amount of people at your organization**. By building a strong recognition pyramid, being held up by peer-to-peer eCards, you have a greater chance of helping employees feel appreciated, motivated and engaged 365 days a year.

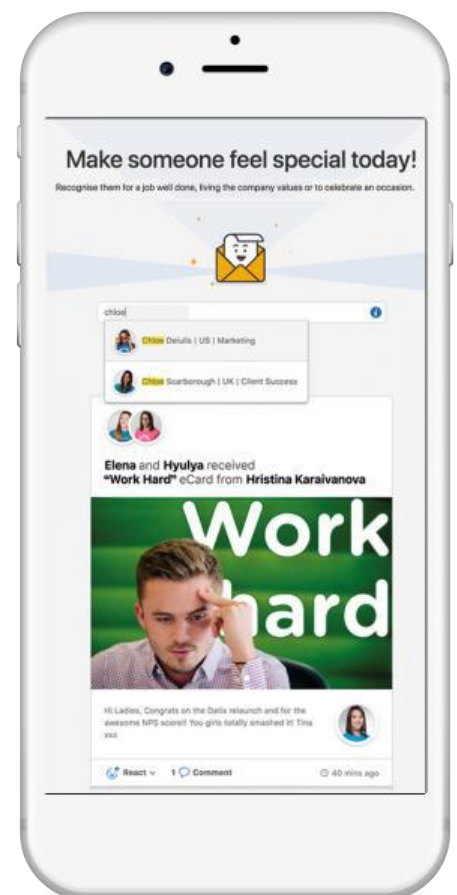
Let's look at the recognition pyramid from bottom-to-top:

- **Bottom** : This is the widest part which symbolizes how it touches the most number of employees. The focus here is on thank you and everyday continuous recognition.
- **Middle** : Here it starts getting a bit narrower, symbolizing how less employees would receive this type of recognition as it's hard to reach this level of the pyramid. The focus is on recognizing those who have excelled and done a great job.
- **Top** : Last but not least, this section symbolizes those who went above and beyond the most – often outside of their typical job role.

Peer-to-peer eCards are an easy stepping stone to building a culture of recognition because they're easy-to-use, approachable and accessible across all channels to all teams in an organization. Peer-to-peer recognition is a great place to start to get your employees involved. Employees can send a meaningful eCard to any person, at any time, demonstrating the power of eCards.

The best example of this is our social recognition wall. By mimicking a social media channel, peers are encouraged to add a reaction or comment and contribute to the conversation. Of course, there's an option to send the eCard privately as well, but empowering continuous social communication and recognition is the goal.

It's easy to continue moving up the recognition pyramid and take the next steps to foster a culture of continuous recognition. Keep in mind that you can have as many layers to your own recognition pyramid as you want as long as you have a solid foundation.



How eCards help build employee relationships

The options are truly endless when it comes to the reasons for sending eCards and recognizing employees, which is why they're a favorite recognition tool for me. If you can think of it, you can send an eCard for it. We've compiled a list of the ways we've seen people use eCards, but use your imagination to think of even more!

 <p>Say thank you or keep up the good work</p>	 <p>Say happy birthday or happy work anniversary</p>	 <p>Welcome new employees to the team</p>
 <p>Connect your workforce from any location</p>	 <p>Acknowledge someone for pushing the boundaries</p>	 <p>Boost engagement for temporary or seasonal events</p>
 <p>Congratulate someone for a life achievement, like buying a house</p>	 <p>Recognize a particular team or department for a job well done</p>	 <p>Show appreciation for demonstrating company values</p>

But don't just take our word for it. Some of our clients are here to show you how to use eCards for a variety of reasons. Let's take a look...



AUDLEY
TAILOR-MADE JOURNEYS FOR THE
DISCERNING TRAVELLER

Industry:
Tourism and Travel

No. of employees:
320



AtoS

Industry:
Digital services

No. of employees:
9,600



SUNCORP

Industry:
Finance

No. of employees:
13,400



Krispy Kreme
DOUGHNUTS™

Industry:
Retail

No. of employees:
860



ghd

Industry:
Consumer good & services

No. of employees:
300



■ GEBERIT

Industry:
Construction

No. of employees:
204



Over the past 10 years, we've helped over 1,800 clients deliver their own peer-to-peer recognition programs with customized eCards to increase employee engagement and foster a culture of continuous recognition. Our employee recognition and other products are powered by a centralized hub, tailored to your organization, employer brand, and specific business goals.

If you're interested in getting started or learning more about how Reward Gateway can help you attract, engage and retain top talent with employee recognition and engagement products, get in touch with us.

www.rewardgateway.com | engage-us@rewardgateway.com | 617-379-2592