


THE IMPORTANCE OF RECOGNIZING YOUR BEST EMPLOYEES



This is John Rogers. 

When John joined a software MNC, he was given a top post and a fat paycheck.

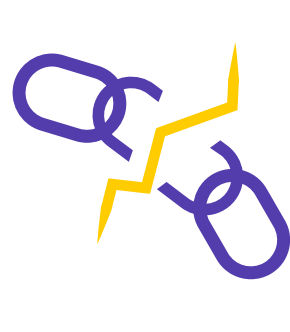
Everything was going smooth for a year or so.

But last month, he put in his papers. It baffled most of his colleagues. After all, he worked really hard, had a dream role, and a dream salary.

The problem was: John was seldom praised for his efforts. The recognition he received from his manager or CEO was not at par with his contribution towards the company. This:




slowly reduced his job satisfaction,



broke his trust,



and demotivated him.

John realized there's more to big money and a big designation. He finally quit. 

Recognize to reward and retain. Look around you. You may find many Johns in your company, seeking their due recognition. Gone are the days when one would wait to be presented with the 'Best Employee' award at the office annual event. It's a faster, fickle, and more dynamic world today. Opportunities are galore. If you can't connect with your employees and appreciate their contribution, they won't be able to put their 100 percent towards their work. You also might lose them. Remember: Millennials are hungry for immediate recognition for their achievements.

Avoid turnover of well-performing employees due to lack of proper and regular recognition by following the best practices mentioned below.

Key takeaways



Employee recognition benefits



Costs involved



Cost-benefit analysis



Program rollout tips

The recognition reality

Only **1** out of **3** workers in the US say they are recognized or praised for doing good work.

No wonder, almost **70%** of the US employees say they don't feel engaged at their current workplace.

58% of respondents in a survey felt that leaders should "give recognition" more to improve employee engagement.

The cost of employee recognition

First, sample this. How much does it take to recognize the efforts of your best employees on a regular basis?

Here are the cost factors that affect employee recognition:

- Dollar cost of rewarding your best employees
- Time and cost for putting an employee recognition process in place
- Time and cost for training your managers/ HR employees to enforce the process
- Time and cost for analyzing performance metrics to shortlist performers

Bending the budget


According to Recognition Professionals International, companies should spend between **.5%** and **3%** of their annual payroll on employee recognition and reward programs.

The benefits of employee recognition

Now, take a look at the rewards you can reap through a sound employee recognition program.




Increase in productivity: Appreciating your best employees regularly means they stay happy and satisfied. Their confidence in you and the company increases. Their motivation to keep working hard and effectively rises, and so does their morale. They also feel valued. All this means productivity increases manifold.

Increase in engagement: A disengaged employee is a liability to the company. On the other hand, if the worker feels he is duly recognized for his performance by his seniors, engagement is bound to rise. This increases employee efficiency. According to a survey, "recognition for contributions (beyond pay and benefits)" drives employee engagement globally. 



Increase in healthy competition: If the peers of an employee notice he is being rewarded for putting in that extra bit of effort, they too will follow suit. It's natural. This will lead to better teamwork and breed a healthy competition among peers. That's a win-win.

Increase in trust: Appreciating also means you are trusted. If you take out time to congratulate your employee for some good work, he too will understand the effort you have taken to recognize that. This recognition gives out a solid message to teams, the management (and also the grapevine or folks around the water cooler). As a result, the employee's trust in you and the company will increase. This will lead to better working relationship and stronger team benefits. 



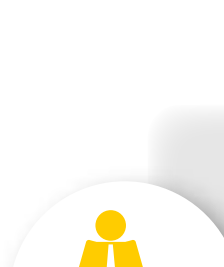
Reduction in turnover: An unrecognized, demotivated, and de-spirited employee will quit not before long. Job satisfaction is so paramount that a fat pay packet or other ancillary benefits stop playing a role in such circumstances. However, an engaged and satisfied worker will think twice before making a leap to a better paying but uncharted territory.

Reduction in cost: If your turnover rate decreases, it means you don't have to spend money and time roping in and training a new employee who might join at a higher salary and take more time to settle in. 

Recognition pays

50% employees feel being appreciated by their managers helps in building relationships and increases trust.

Improving your recognition ratio to **6** in **10** employees can result in **24%** improvement in quality and **27%** reduction in absenteeism.




Reduction in work negativity: Employee recognition breeds positivity. An employee who feels he is given his due recognition at his workplace will stop taking stress, coming late to work, taking frequent leaves or spreading bad vibes about the company around. It's an intangible but very important benefit for the organization.

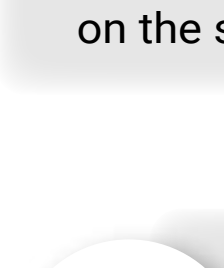
Recognition best practices

Now that you have realized how important and beneficial it is to appreciate your best employees, here's how you can go about it.




Onboard a network: Evangelize about and implement a culture of regular employee recognition at your workplace. A spontaneous congratulations or appreciation is seen as the most personal and effective means of recognition. But it is not always practical. Also, the days of bulletin boards are no more in the times of deskless work. So it is advisable to set up an inclusive employee engagement network, in the form of a mobile app preferably, where you can regularly send out appreciation messages privately or posts publicly. Making employee recognition a continuous process is key.

Keep communication personal and interactive: Ensure your congratulations messages don't seem impersonal. Start off and end by thanking the employee using his name, point out his exact contribution and how it has impacted the business. Give him and others a choice to respond to the post or message and voice out opinions on the same through the employee communication app. 



Set up a system: Research well. Set up a team or mobilize team managers to track performance and report to the person concerned. Clear guidelines and standards for recognition always help.

Loop in the non-desk workers: Don't make the mistake of alienating your non-desk workers. Make sure to loop them in not only congratulatory posts about their but also anyone else from the organization. A mobile and all-inclusive employee engagement tool will keep them abreast of company happenings and motivate them to continue contributing. 

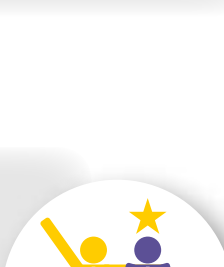
Recognition from all quarters

A quarter of respondents in a survey said the most memorable recognition comes from a high-level leader or a CEO.

41% of companies that promote peer-to-peer recognition experience improved customer satisfaction.



Motivate peer recognition: Encourage peer-to-peer praises on the employee engagement app. Studies say employees turn highly motivated and satisfied if praised by their immediate peers or team leaders.

Encourage the rest: Create posts, contests, alerts by which other employees don't feel left out. Motivate them to perform better so that his team and the entire organization can laud his efforts the next time. 

The Groupe.io edge

Recognition is not something artificial. It's an obvious thing in any human relationship. Though not a silver bullet, a sound employee recognition culture in an organization is fast becoming a necessity in all organizations, not a choice. Onboarding an employee engagement tool that makes recognition efforts simple and scalable is vital.

Groupe.io is a highly inclusive and multi-channel employee engagement app that cuts through all levels of hierarchy in an organization and loops in desk-based and non-desk workers alike. Through fun social posts (think recognition cards) and private messages, you can reach out to your best employees and congratulate them for their achievements (or thank recognitions. You can share the posts on the company-wide activity feed or a group- or topic-specific feed. Others can participate through comments and likes. Groupe.io also enables you to establish your mission control by analyzing employee feedback against the messages, customizing communication channels, designing workflows, and keeping company data secure.

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