



# SmartHR

## Monthly People Management Feature

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## Creating a recognition strategy

Effectively engaging your employees via a planned recognition strategy can make a significant positive impact on your business. Engaged and motivated employees will be focused on delivering results for you, your business and your clients; and recognised and rewarded for doing so.

### So... how do you create a recognition strategy?

Firstly, you should review what the current status is with regard to recognition and engagement for your organisation. You can do this by conducting an employee survey and analysing the results.

You could then investigate what recognition and reward programmes your competitors have in place. Are you able to ascertain if they are successful or not?

Next, you should consider the sort of behaviours that you want your employees to demonstrate. Behaviours that you want to encourage, recognise and reward. These could be linked to:

- Achieving company / department / team / individual goals or targets;
- Living your company's values;
- Recommending talent to your company;
- Peer recognition / employees recognising each other;
- Being innovative;
- Improving productivity;
- Improving service levels;
- Identifying cost savings;
- Identifying new products or services;
- Contributing to the community.

This will then enable you to start creating your recognition strategy and plan linked to the

behaviours that you have identified as being important for your organisation.

As with other business initiatives, it is important that there is buy-in from senior management and a budget is established. Recognition Professionals International (RPI) recommends starting with 1%-3% of your total employee compensation.

It is also important to remember that people are motivated by different things. A satisfying job in a company that values its employees, which has effective managers, good communication structures, and career development processes backed by effective reward and recognition programmes can make a difference. In the current economic climate where there are many budgetary constraints, and concerns over job security, remember that some things don't cost money – such as taking the time to thank someone for doing a job well done! This can be a powerful and motivating recognition tool to use.

Try to ascertain what motivates your people. Make your recognition as specific and meaningful as possible, and offer a choice of rewards.

### Ask some key questions:

- What do we want to achieve?
- Does our strategy and plan cover this?
- What rewards will we use?
- Will they appeal to everyone?

- Will the different recognition initiatives apply to all levels of employees within the company?
- How will we ensure that people are recognised in a timely manner to reinforce the positive behaviour and encourage a repeat of it?
- How will we track and measure the recognition programmes, and how often?
- What will success look like?
- How will we celebrate success?
- Who will we communicate it to?

Take time to plan how you will launch and communicate your recognition initiatives and programmes. How will you brand these to your people i.e. your internal customers? Who needs to be involved?

Once launched, ensure that there is regular communication regarding recognition and engagement. Embed it within your company's culture and ensure that it is kept alive.

Once your recognition plan is operational, you can conduct further employee surveys and review the data gathered on the various initiatives.

**It is important to review and measure that your recognition strategy is working effectively, listen to your people, reassess your priorities, and adjust your plans accordingly to make continuous improvements.**

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