

# Formal Recognition Strategies Help Drive Company Purpose and Culture

By Jennifer Corbett, CRP® Account Manager, Maritz Motivation Solutions

Building a great culture should be simple. It can be effective when you engage employees in shaping it. When everyone is connected by their belief in the organization's purpose, great things can happen. **Service, growth, innovation and results** will occur if your employees feel appreciated and recognized for their efforts.

There are some key strategies you can follow to incorporate engagement into your organization's culture:

- 1. Understand that you have a multi-generational workforce who have different goals and recognition preferences.** Managers should seek to understand individual work styles and how people like to be recognized for accomplishments.
- 2. Enable personal growth and work/life balance.** Millennials have requested flexibility, but work/life balance is something enjoyed by everyone. Empower your teams to develop their personal and professional skills by embracing remote work schedules, encouraging team celebrations or sponsoring professional training.
- 3. Develop employee strengths through a mentorship program.** Start a reverse mentorship program in which each employee is both a mentor and a mentee (two relationships). This will provide additional perspective and will push your employees to gain an understanding or establish empathy for other company roles and goals. Collaboration, engagement and learning improve dramatically as a result.
- 4. Invest in online platforms that promote community and collaboration where employees can quickly and easily share success.** These online tools provide trackable methods of recognition which can publicly be shared across the organization through newsfeeds, ebulletins or shared email notifications.

## Executive Leadership Should Drive Engagement and It Should Be Celebrated

Engagement needs to be shared from the top down, and senior management should be communicating clear goals of the company. This can be shared with the organization by providing a short check list or list of accomplishments set for a specific time period. Communication is key and should be executed via an email campaign and management involvement. Managers should be meeting with key leadership to provide feedback and support from the field. And they should be sharing key learnings and requests back to their teams to establish trust and clarity.

Once goals are met along the way, celebrating the accomplishments are key to promote the behaviors that are required to meet and exceed the established goals. Team building events can also be arranged to center a group around a common purpose or project. HR leaders should also be involved and understand their employees' strengths and needs. Management teams need to structure plans and execute each step to position engagement related goals along with other business goals. This will demonstrate the importance of engaging employees and ensure focus is balanced between engagement and business accomplishments.

**Research shows a clear connection between employee engagement and economic drivers like reduced operational costs, increased customer loyalty, and improved productivity.** Leaders and managers genuinely want employees to be engaged and happy at work, and they should support the desire for purpose at work. Formalizing recognition strategies and promoting those strategies from the top down will ensure a positive work culture within your organization.



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