The Future of Employee Recognition is Here... Are You Ready?

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Today’s Goals

Understand how to adapt your recognition program for the emerging workforce.

Learn about new technologies, principles, & models for employee recognition today.
The Changing Workforce

- **Next Generations:** Gen X and Gen Y make up the majority of the workforce today
  - By 2025, Generation Y will make up roughly 75% of the world’s workforce - BPW Foundation’s, April 2011

- **Mobility:** Average stay with an employer is currently about 3 years - BLS September, 2012
INTENTIONS TO LEAVE
Percentage of employees reporting their Intentions to seek a new position in 2015

Do you plan to pursue new career opportunities in 2015?

- **86%** Yes, I intend to actively seek new opportunities
- **8%** Maybe, so I’m networking
- **5%** No, I intend to stay in current position
- **1%** Not likely, but I’ve updated my resume

Source: Right Management online poll 2014
When a boss appreciates everyday successes:

- **58%** more likely to have a better attitude at work.

- **45%** would be motivated to do a better job.

- **32%** be motivated to stay with the company longer.

- Sept. 2014, LINKEDIN ONLINE SURVEY
Losing an employee can cost an organization up to **213%** of the employee's equivalent annual salary.

Engaged employees are **87%** less likely to leave their organization.

- Aug. 2014, CORPORATE LEADERSHIP COUNCIL SURVEY
The Changing Workforce

**Just-in-Time Feedback:**
Emerging workforce expects daily, on-demand feedback on performance
The Changing Workforce

1. Engage from the start.

2. Immediate recognition is more effective.

3. Adapt to today’s communication methods.
The Changing Workforce

*Communication Style & Social Media*

- **18-24 year-olds send 3,853 texts/month** (sent & received) = 130 per day (Experian, March, 2013)
- One in three texters would rather text than talk. (NY Times)
- The average person checks their phone every 6.5 minutes (NY Daily)

**Social Media Statistics of 2014** (Digital Insights)
- 500 million **Tweets** are sent per day
- 20 Billion+ photos has been shared on **Instagram** to date
- Snaps sent per day on **SnapChat** is 400 Million
- 100 hours of video is uploaded on **YouTube** per minute
- More than 2 users sign-up for **LinkedIn** every second

- **Facebook has 1.35 billion monthly active users as of Sept. 30, 2014** (Facebook © 2014)
THE EVOLUTION OF THE EMPLOYEE

PAST

Work 9-5

Work in a corporate office

Use company equipment

Focused on inputs

Climb the corporate ladder

Pre-defined work

Hoards information

No voice

Relies on email

Focused on knowledge

Corporate learning and teaching

FUTURE

Work anytime

Work anywhere

Use any device

Focused on outputs

Create your own ladder

Customized work

Shares information

Can become a leader

Relies on collaboration technologies

Focused on adaptive learning

Democratized learning and teaching

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Big Picture

The Role of Recognition

Recognition... Then and Now
**Then:** Organizational program includes only formal awards (i.e. service awards and sales awards)

**Now:** Organizational program is expanded to support the 3 tiers of recognition

**Why:** 3-tiered recognition impacts more of the workforce at a higher level

**Application:** Incorporate day-to-day, informal, and formal elements into your recognition strategy

Develop the type of culture and work environment that makes employees feel valued and happy.
Informal

• Casual structure, defined criteria
• Often supervisor-driven
• Frequently minimal investment

Formal

• Structured recognition for defined criteria
• Significant awards for significant achievements

Day-to-Day

• Manager/Employee interactions
• Peer/Peer interactions
Poll

Which of the 3 tiers of recognition do you feel has the most impact in your organization?

- **Day-to-day recognition** (example: spot recognition program)
- **Informal recognition** (example: peer-to-peer program)
- **Formal recognition** (example: service awards)
- **No structured organizational recognition program**
Poll

Which of the 3 tiers of recognition do you feel has the most **room for improvement** in your organization?

- **Day-to-day recognition** (example: spot recognition program)
- **Informal recognition** (example: peer-to-peer program)
- **Formal recognition** (example: service awards)
- **No structured organizational recognition program**
Then: Single recognition event (annual)

Now: *Daily visibility* for achievements

Why: Ongoing visibility supports a culture of recognition

Application: Use new media to post company successes and employee achievements
Personal WOW! Wall

Displays recognition you’ve given and received

Redeem & Select Your Awards

Graig King have received recognition from Charlie Richmond for Customer Service Excellence!

Thanks so much for your willingness to assist me on my accounts while I am away. You are awesome!!!

Applaud (1)  Certificate  Delete WallPost

You applauded

You commented:
Graig, your commitment makes a difference to our customers!

Comment...

Mike Anderson received 1000 Points for Wellness Points

Category  Points
Wellness Points:  500
Seize to Amaze:  500

Applaud (2)  Certificate  Delete WallPost

Charlie Richmond and Drew Beckeman applauded

Drew Beckeman commented:
great job

Comment...

Barb Hartuniewicz received an ecard from Matt McIntosh

Congratulations!

Applaud (0)  View Ecard  Delete WallPost

2 days ago

April Grandy have received recognition from Patricia Bloomquist for Above and Beyond!

Thank you for the many extra hours you put in testing the new platform!

2 days ago
**Then:** Recognition is Delayed.

**Now:** Recognition Happens in *Real Time.*

**Why:** Timely recognition is more effective.

**Application:** Make it easy to give recognition in the moment...implement tools for instant recognition (*example spot recognition toolkits, mobile recognition apps*)
Then: Workflow puts HR in the administrator role

Now: *Workflow Automation* focuses HR resources on high level impact

Why: Automate administratively intensive tasks and focus human energy on recognition interactions.

Application: Review processes for automation opportunities. Focus resources on personal interactions.
Collect data

High Level Program Management

More efficient and effective recognition

Workflow Automation
Then: Program is Management Driven.

Now: Program is Employee Driven.

Why: Avoids overburdening managers, while employees participate and influence recognition.

Application: Implement peer-to-peer recognition to engage employees in the recognition process
**Then:** Program is Transactional. Employees log in to redeem awards.

**Now:** Program is *Interactive*. Employees participate in a virtual community.

**Why:** Interactive recognition engages employees on a deeper level.

**Application:** Consider social media applications for recognition.
Poll

Does your organization use social media for employee recognition?

☑️ Not at all
☑️ Yes, as an organization-wide practice
☑️ It varies by department/manager
☑️ We’re considering it
Then: Service awards start at 5 years or 10 years

Now: Service awards *start early* and include informal recognition at each anniversary.

Why: Ensures that employees at all levels have a chance to be recognized on a consistent basis.

Application: Add onboarding recognition to your service award program (*welcome aboard award*). Add visibility for ‘in-between’ milestones.


Download the FREE Onboarding Recognition Questionnaire: [www.terryberry.com/tools](http://www.terryberry.com/tools)
**Then:** Award items lack connection to the company mission

**Now:** Awards reflect the *company mission*

**Why:** Send a consistent message about what your company values.

**Application:** Implement award options that reflect symbolism of the achievement, and align with corporate values.
Example: The **Green** Movement

>> **96%** of Gen Yers say they want an environmentally friendly workplace

*(Johnson Controls Oxygenz Research Project, 2010)*

**Green Recognition**

>> Eliminate paper waste with online tools

- Peer nomination
- Award Redemption

>> “Green” Award Items
Let’s Review

**Recognition of the Future:**

- Use all 3 legs of the Recognition Stool
- Daily visibility for successes
- Real-time recognition
- Workflow automation
- Employee-driven elements
- Interactive recognition community
- On boarding service recognition
- Awards that reflect your mission
Q&A

with 

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To learn about Terryberry’s recognition programs & services, visit www.terryberry.com
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