Recognize

Best Practices Handbook

Summary

This guide is designed for companies with **customer-facing workers** and **headquarter workers** across **distributed locations.**

Through reviewing similar companies with successful recognition programs, we've found common themes to help new companies get started.

Badges

In Recognize, badges are entirely flexible. However, sometimes too much flexibility can be overwhelming. The following is a guide on how to create a handful of badges that are important to your company.

Example badge set
A company focused on promoting working as a team and collaboration might use the following sample set for HQ. Meanwhile, if you have stores the second badge set can work for the stores department inside Recognize. Recognize allows companies to have different badge sets for different segments of the organization.

Headquarter's information worker badge set:

- **Thumbs Up** (5 points, peer badge)
- **Thank You!** (10 points, peer badge)
- **Teamwork** (30 points, peer badge)
- **Collaborator** (30 points, peer badge)
- **Communication Training** (75 points, achievement badge)
- **Above & Beyond** (300 points, executive badge)
- "**Ink"** Award** (0 points, award certificate, *see Awards* for more)

Customer-facing badge set:

- **Thumbs Up** (5 points, peer badge)
- **Thank You!** (10 points, peer badge)
- **Name Drop** (30 points, peer badge)
- **Make Wrong Right** (30 points, peer badge)
- **Safety Training** (75 points, achievement badge)
- **Above & Beyond** (300 points, executive badge)
- "**Customer Delight" Award** (0 points, award certificate, *see Awards* for more)

"We wanted to create a recognition scheme around our customer ethos to 'surprise and delight'... Hence Recognize."

Bruce Rioch, Head of BI, Metro Bank

Default badges

We recommend disabling most the badges and enabling those that are essential to your organization. Even better, ask a designer in your company to come up with the designs for your badges. It will provide uniqueness and ownership to the Recognize program.

Thumbs Up & Thank You

Point Value: 5 - 10 points

Use one or two of the badges to symbolize a thumbs up or a thank you. These are the most common badges companies use on Recognize.

Unique to your company

Point Value: 25 - 50 points

What are two to three symbols of your company values? These should be the next two badges to consider. Do you have a behavioral framework to point to? Can you conform the badges to the values of that framework? Simply put, what are two or three behaviors you want to see more in the next 6 to 12 months? Symbolize those behaviors as badges in Recognize.

Achievements

Point Value: 50 - 100 points

These badges can only be sent by managers and are limited in number per staff member. These types of badges are best served for companies with skill progression or training. Completing a training or obtaining a new skill can be symbolized in Recognize. What kind of new skills do you want your staff to achieve? At quarterly or yearly ceremonies, use the Recognize reporting function to find high-achieving employees and give them special mention.

Executive badges

Point Value: 300+ points

Make a badge that symbolizes going above and beyond. Only staff denoted as "Executives" in Recognize can send these badges. By creating scarcity (only sendable a few times a quarter), it creates extra meaning for employees. Indicate to staff that if they accomplish this badge, they are entered into a nomination for a yearly award. Private nominations are in the roadmap.

Give Executive badges a high point value, as you can then provide a large boost for employees to reach some of those nice-to-have items.

Acknowledgement Message

The acknowledgement message, found in the recognition form, is more than a thank you and a good job - it is an affirmation of action. Even when

"Acknowledge the staff's action itself and what behavior it symbolizes."

Alan Clayton, Business Mentor, sosv.vc

staff fail, at least they tried, and being unafraid to fail is important for innovation. They had an idea and they acted on that idea - that is worth recognizing. If your company's recognitions are only "good job" and "nice work", then encourage your staff to look beyond and highlight the type of action people exhibited in the message. You'll see more people performing those actions, encouraged to take a chance. Employee recognition can help motivate any kind of behavior through this model.

Awards

An award certificate can be printed out for an employee who goes above and beyond. Although any recognition award can be printed from the recognition detail page, we recommend you only print out special recognitions. You'll find high engagement with certificates.

Steps to set up an award:
1. Create a badge that only executives can send.
2. Title the badge an award unique to your company culture. A copywriting agency may call it "Ink Award" or an analytics company may call it "Stats Award". The point is for it to become part of the company culture. Think unique and cute, but not too cute. A balance of warmth and strength is ideal.
3. We recommend giving it either a zero point value (priceless) or a very high point value, but nothing in between.

Steps to create the award:
1. Within days before the award's public announcement, send the employee who deserves the award a recognition, including a short message and the award badge.
2. When the recognition is created, click "View certificate."
3. At a public event, present the award for the employee. For remote employees, show the certificate and mail it to them.

Ceremonies

Companies with consistent engagement in employee recognition are ones with monthly recognition gatherings. Monthly ceremonies are best informal. More formal gatherings can occur quarterly and yearly.

How to conduct a monthly ceremony
• Schedule a recurring calendar invite to staff at the end of each month at 4:30pm or 5:00pm, depending on your company culture.
• Have different offices conduct their own ceremonies; it is

"We've been using Recognizeapp since early 2014, and it's been a great tool for us to decide the winner of our 'top employee of the month' contest ever since."

Juli Pettijohn, Marketing Editor, Goodway Group

okay to split them up. In fact, any groups larger than 90 people should be broken up. Ask us (support@recognizeapp.com) about creating departments and teams.

- Buy beer and refreshments. Make people feel comfortable and relaxed.
- Ideally choose a gregarious employee to host the event. Have that employee read off fun recognitions from the last time period, highlight top employees, and present any certificates for employees who deserve an award.
- Workers in the field who can't be there can join by video conference. If you know they will be discussed at the event, send them a message ahead of time.
- Name any rewards people have redeemed that month.

Rewards

Imagine being a worker in the field and being able to redeem a dinner at any restaurant and a show in the local city. How about a penthouse upgrade, room service, and your best friend or loved one flown to the location? These are all excellent rewards for an employee who has gone above and beyond.

Culture Tip: Create a fantastic reward redeemable at 10,000 points, a completely ridiculous point value, and make the yearly award badge worth exactly 10,000 points as well. Anything that adds buzz by being over-the-top and positive will add to engagement. *See* **Rewards** *for*

Giving great experiences will build rapport with staff. Even with tight budgets, these kinds of acts can be done once a quarter for around $1,000. Plus, regardless of how often this is done, it will create buzz in the company.

It is all about creating experiences
The goal of a rewards program is to build lasting memories with your employees, linked to the employee's work.

Reward	Staff audience for reward	Points
Conferences	All	500-5000
Events or concerts	All	200-500
Day off	HQ, Store	700-1000
Dinner for two	HQ, Store	500-1000
Special parking spot	HQ, Store	150-300
Pizza party for their team	HQ, Store	500-700
Lunch delivered from restaurant of their choice	HQ, Store	150-300
Rental of an exotic car	Field	500-700
Show, restaurant, or movie tickets	Field	300-500
Hotel or Airbnb upgrade	Field	500-1000

Reward	Staff audience for reward	Points
VIP concert tickets	Field	700-2000
Rental car upgrade	Field	500-700

Communication

Once you articulate the priority of your company's goals, use it as guide for all communication. Continue to ask yourself, "is this communication aligned with the goals of the program?" The following examples describe potential uses.

Engage staff
Focus on what the staff benefits from for using the program and why they should use it.
Message: "It's time to celebrate and reward the great work we do."

Acknowledge staff's accomplishments
Focus on the fact that great moments are now going to be recorded and celebrated through the year.
Message: "Awards, snacks, and beer. Coming soon each month."

Align staff amongst common goals
Focus on the goals of your company not being just words on a piece of paper, but actions exhibiting these values are rewarded and noticed.
Message: "Our collaboration is what makes us strong. Record those moments in Recognize."

Assist in quarterly and yearly award ceremonies
Focus on the existing ceremonies and how this will help improve it.
Message: "We love our yearly ceremony so much, it's now happening every quarter."
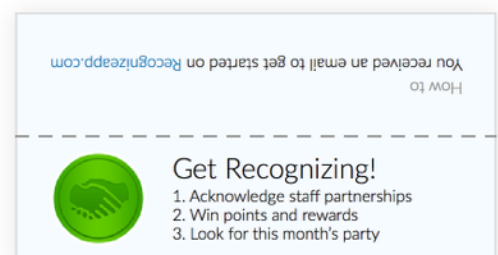
Welcoming

To get your users up and running with Recognize, we suggest multiple communication channels both in digital and physical formats.

Email
See *Appendix A* for an example of an email you can copy and paste into the email you send to your staff.

Desk cards
This is a great way to get people at HQ in the know about the program on day one.

How to
You received an email to get started on Recognizeapp.com

Get Recognizing!
1. Acknowledge staff partnerships
2. Win points and rewards
3. Look for this month's party

- - Fold Desk Card - -

Get Recognizing!
1. Acknowledge staff partnerships
2. Win points and rewards
3. Look for this month's party

Put the cards on managers' or staffs' desks. It is a great way to both get the word out about the program and indicate that you are serious about it being a success. We can send you our template in a Sketch app format.

Posters

Posters are a great way to engage staff when in the break room, elevators, and lobby. Plus, with its large format, you can convey detailed information easily.

Choices of information on the posters

- The badges
- A detailed description of one badge
- The ceremonies
- The rewards
- The goals

Social media

Similar to the posters, make graphics optimized for your medium of choice. For instance, on Yammer or email you can make a small landscape graphic explaining the program.

Admin onboarding

All company admins are welcome to a 30-60 minute video conference with the Recognize team for training and a strategy discussion.

A company's badge poster

Appendix A

Email Onboarding Sample

Dear John,

We know you are working hard and we want to show our thanks. That's why we are launching an official employee recognition program. This is no trick.

What's going to change
- You'll start to see monthly, quarterly, and yearly ceremonies where we celebrate your work and that of your colleagues.
- We're going to align the company around our real values and award those who exhibit those behaviors.
- By sending and receiving recognition on Recognize, the recognition program we are using, you can earn points that are redeemable for experiences and other fun stuff.

The choice is yours on how to get started
- Shortly, you'll received instructions from Recognizeapp.com on how to log-in. Your mission is to open that email and click the link inside of it. I know; it sounds easy. It actually is.
- Go to www.recognizeapp.com/sign-up. You'll see further options to sign in from there.

Let me know if you have any questions. Thanks again for your contributions. We look forward to recognizing those contributions, officially.

Sincerely,
Nancy