

RECOGNITION

PROGRAMS & AWARDS

Program Tips for Today's Marketplace





STUDIES SHOW THAT PEOPLE WANT AND NEED RECOGNITION AND APPRECIATION

In this booklet, we share with you the insights and ideas gained through extensive experience in the recognition products industry. You'll see that there are endless applications for recognition products -- in corporations, associations, educational settings and other groups.



WHY DO PEOPLE NEED RECOGNITION?

Recognition boosts people's esteem and performance.

This is a concept that is as old as Maslow's Hierarchy of Needs, which essentially shows that beyond meeting basic safety and belonging needs, all people have self-esteem and self-actualization needs – and need to feel important, satisfied, and inspired to perform to their fullest potential.

Recognition signifies that someone notices and someone cares.

It satisfies a person's essential needs and leads to new motivation, improved performance, and higher self-esteem.

Recognition is increasingly important in today's business environment.

Competition for the best workers is intense. At the same time, the importance of human resources is paramount – a company needs to obtain extraordinary results from ordinary people. Yet another factor, is the attitude among today's employees – who value job satisfaction over most other criteria.

Bottom line – an organization that wants to be competitive absolutely needs to make employees feel valued.

They'll perform their best work on a daily basis – and stick around to make a continuous contribution.

Recognition isn't just for the person who performed well.

It's also a message to other employees about the type of performance that gets noticed in an organization. Management consultant Rosebeth Moss Kanter says, "To the rest of the organization, recognition creates role models and heroes— and communicates the standards of the kinds of things that constitute great performances around here."

THINK RECOGNITION

To Identify

To Acknowledge

To Give Favorable Notice

THINK INCENTIVE

To Rouse

To Motivate

To Enhance or Improve Performance

AWARDS VS. MONEY

In studies dating back to the 1940's, employees have always ranked things other than money – such as being shown appreciation for work done – as being more important to them than their salaries.

What Do Employees Really Want? Interestingly, managers and employers think that what employees want, first and foremost, is good pay. Actually workers themselves say that appreciation for their work is more important.

- A national survey by Robert Half International found that “limited praise and recognition” was ranked as the primary reason why employees leave their jobs today – ahead of compensation issues.
- In a research study of 1,500 employees by Wichita State University, recognition from managers was reported to be the most powerful motivator of the 65 potential incentives they evaluated.

Cash awards have some definite drawbacks, even a demotivating effect. Compensation is a “right,” recognition is a “gift.” People will do their jobs for a necessary income, but money will do little to get them to do their best work, or to go above and beyond what you expect of them. The most important factor (instead of salaries, bonuses, or promotions) is individual recognition. “An employee's greatest reward is receiving acknowledgment that they made a meaningful contribution,” says consultant Paul Cook.

When cash is always the reward, employees tend to treat the rewards as part of their normal compensation. When this happens, they become dependent on the reward income, and the pride associated with recognition for special accomplishments is lost. It is easy for money to become the only motivator that gets the attention of employees – and therefore the only way that productivity and performance are improved.

NON-MONETARY AWARDS

- are seen by supervisors, peers, spouses, relatives and friends.
- are everlasting symbols of success; they are not spent and forgotten.

THE BENEFITS OF CUSTOM-DESIGNED AWARDS

Custom-designed awards reflect the image of an organization in ways that retail merchandise cannot.

- They can display meaningful and inspirational symbols to the people involved in a particular program.
- They are immediately identifiable by peers, thus reinforcing their value as builders of self-esteem and motivation.
- They cannot be purchased outside the organization, therefore, they must be earned.
- They are designed to be highly personalized; not only with the recipient's name, but the name of the program and details of the accomplishment.



ENDLESS APPLICATIONS FOR RECOGNITION

A recognition program of any kind and purpose can be created. Here are the primary types that apply to the corporate environment.

Sales Incentives: This is the number one application for award programs. Recognition of this type focuses on improving performance and self-esteem.

Service Award Programs: These programs are designed to positively reinforce actions that increase quality and productivity, and/or meet other corporate goals.

Safety Programs: Recognition in this category emphasizes reducing accidents and injury costs.

Additional Applications: The reasons to recognize are endless.

RECOGNITION

Distinguished Service Awards
Retirement Recognition
Training Completion Certificates
Distributor and Dealership Recognition
Supplier Recognition
Awards of Appreciation

Production and Quality Recognition
Promotion Recognition
Performance Awards
Management Recognition
Years of Service Recognition
Quota Buster Awards

IDENTIFICATION

Commemorative Plaques
Company ID Plaques
Association / Club ID Plaques
Membership Plaques
Past President Recognition
Sponsor Recognition Plaques

Memorial Plaques
Building Commemoration
Mission or Quality Statements
Contribution Recognition
Chamber of Commerce Plaques
Monthly Winner Programs

OTHER ACHIEVEMENT / RECOGNITION

Fraternal Recognition
Alumni ID Plaques
College / University Insignia Plaques

Athletic Achievement Awards
Graduation Certificates
Speaker Gifts

USING RECOGNITION

Determining a Company's Needs

With so many possible applications, many departments within a corporation have viable recognition product needs:

CORPORATE COMMUNICATIONS

(anniversaries, new buildings, mission statements, special milestones, corporate sponsored events, etc.)

HUMAN RESOURCES & TRAINING

(years of service, employee of the month, perfect attendance, retirement, course completion, etc.)

OPERATIONS

(safety, productivity, quality, supplier recognition, etc.)

SALES / MARKETING

(sales club, annual quota, distributor contests, etc.)

FINANCE

(budget performance, collection performance, etc.)

10 STEPS TO A SUCCESSFUL RECOGNITION PROGRAM

Typical recognition programs include the following elements. We've added some things for companies to keep in mind when developing each phase of the program.

1. **Program Objective:** It should be consistent with the company's values, principles and objectives for improving productivity and performance.
2. **Program Theme:** Recognition is fun. Theme ideas are endless!
3. **Award Period:** Whatever your time period, keep the program visible with regular updates and benchmarks—even mid-period awards.
4. **Recognition Categories:** Clear and definitive boundaries must be set – with criteria above and beyond what is normally expected from employees.
5. **Eligible Participants:** All employees related to that department, goal, etc., must be eligible.
6. **Program Qualifications:** A recognition program must provide equal treatment for equal accomplishments.
7. **Presentation:** Recognition and rewards must be timely to the achievement. Acknowledge actions as soon as possible. Generally, public commendation is better than private.
8. **Budget:** When performance goals are met, the increased sales, profit, or cost savings to the company will far exceed the cost of the recognition program.
9. **Awards:** Recognition is not compensation! Studies repeatedly show that employees rank recognition for accomplishments higher than money.
10. **Cost Analysis:** A well-structured recognition program virtually pays for itself due to increased profits, cost savings, and employee morale that result from meeting program goals.

IDEAS FOR RECOGNITION AND CAMPAIGN THEMES

RECOGNITION THEMES

Sales Master
Achievement Club
Legion of Honor
Booster Club
Circle of Success
Golden Jubilee
Record Breakers
Royal Court
Star Performers
Captain's Table
Summit Club
Service Corps
Hall of Fame
Golden Circle
Centurion Club
Master of Sales Club
Ambassadors

Toppers Club
Medallion Club
Goal Getters
Big Leaguers
Crusaders
Diamond Jubilee
Honor Roll
Key Club
Sales Blazers
Inner Circle
Round Table
Action Corps
Winners' Circle
Growth Gainers
Best of the Best
Sales Boosters

Eagle Club
Century Club
Quota Busters
The Elite Guild
Professionals Guild
Sales Class of 'XX
President's Club
Chairman's Council
Par Busters
Trophy Club
Pace Setters
Leaders' Club
Million Dollar Club
Commanders' Club
Pinnacle Club
Appreciation Award
VIP Club

CAMPAIGN THEMES

Accent of Activity
All Stars
Better Your Best
Crusade
Gold Rush
New Frontiers
Profit Builders
President's Month
Step Up and Win
Best of the Best
Go For Gold

Gold Fever
Gold Dust
Accent of Sales
Banner Year
Best Sellers
Family Circle
Grand Slam
All Pros
Riding High
Sales Carnival
Ground Gainers
People in Motion

Be a Pro
Sales Boosters
Cavalcade of Sales
Commander Performance
Feather Your Nest
New Horizons
Operation Performance
Over The Top
Selling Bee
Will to Win
All Americans

PUTTING IT ALL TOGETHER

SUGGESTED COPY FOR SALES AWARDS

Awarded to
Dan Harrington
in Recognition of the
Greatest Dollar Sales Increase
for the Year

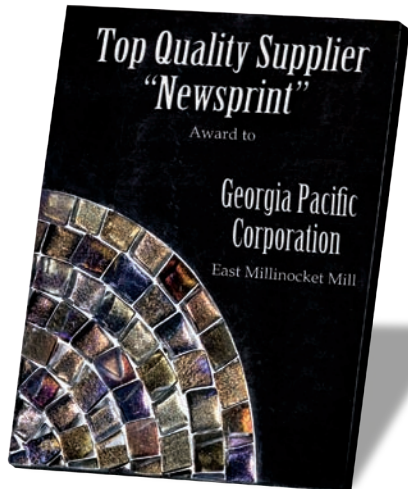
James W. Carter, Sr.
Has Earned the
Distinction of Membership
in the Exclusive
Chairman's Council

Presented to
Kris Peters
In recognition of
Outstanding Sales
Achievement
during the
All Star Campaign



SUGGESTED COPY FOR QUALITY AWARDS

President's
Citation For Quality
this is to certify that the
Rutland MPS Plant
exceeded the
Corporate Quality Goal
for the year



PUTTING IT ALL TOGETHER

SUGGESTED COPY FOR SERVICE AWARDS

Presented to
Sylvia Harrison
In Recognition of
Loyal and Faithful Service
and Membership in the
Twenty-Five Year Club



SUGGESTED COPY FOR TRAINING AWARDS

Stephanie Cillaro
Has completed the seminar on
Sales and Management
in a Changing Marketplace
and is hereby awarded this certificate



SUGGESTED COPY FOR SAFETY AWARDS

Honors
North Baltimore Terminal
In Recognition of
Outstanding Achievement
in Safety
for the Years

Presented to
Cheryl Hoffman
For Superior Achievement
In Consistently Maintaining A
Safe Work Record For One Year



