

7 STEPS

for Building an Effective Performance-Driven Employee Recognition Program



Looking for a way to drive measurable improvements in performance for your company? Consider these 7 steps for turning employee recognition into bottom-line results.

1 DETERMINE Program Goals



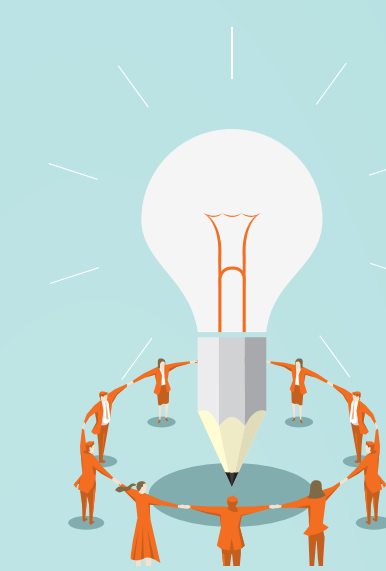
Performance-driven recognition programs influence the behaviors that drive measurable business results. In developing your program goals, look closely at your CEO's top priorities. Pick three or four initiatives that align with business strategy and set program goals for driving behavioral change among employees that can move the needle on these initiatives.

2 IDENTIFY High-Performance Behaviors



Who are the current high achievers for your targeted initiatives? What are the behaviors they exhibit to drive success? Get input from high-achievers and other stakeholders to model the high-performance behaviors that you seek to encourage.

3 CREATE Program Charter



The program charter is your blueprint for success. It should spell out everything from your goals and target behaviors to metrics you will use to benchmark success. Getting feedback at this stage is critical. Iterate as needed to gain a solid base of program supporters.

4 DESIGN Your Program

Who will be eligible to give and receive recognition? Segment your audience of receivers into demographic profiles and develop appropriate forms of recognition and modes of communication. One-size-fits-all programs are not nearly as effective as programs that deliver recognition according to the preferences and interests of specific groups. And be sure to allow for a continuous cycle of recognition rather than waiting for the annual review.



5 ENGAGE Executive Sponsors

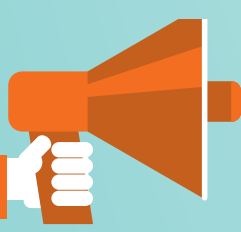
Absent C-Level support, any change management initiative is likely to fail. – From the 7 Principles of ROI-Based Employee Recognition Many recognition programs roll out exclusively as HR initiatives. While support from your CHRO is vital, getting other C-suite and line-of-business execs on board is important to gain visibility and credibility for your program.

6 ROLL OUT Your Program

Communicate program details to middle managers and other previously identified champions before rolling out the initiative to the targeted employee population. Then, revisit your communications plan. Is it designed to not only ignite engagement on day one but also to sustain momentum throughout the duration of the program? Do you have the proper training for all stakeholders in place?

7 SHARE RESULTS Celebrate Success

Monitor levels of recognition against achievement of the company's strategic business goals. Use analytics to evaluate progress, and regularly report on predetermined metrics to demonstrate business impact. Broadly share recognition achievements and highlight recipients accomplishing and exceeding goals using a variety of communication channels... intranet, social media, department meetings, etc.



MEASURE, MANAGE AND IMPROVE employee engagement and performance

What's missing from your employee engagement strategy and recognition programs? How about an ROI you can take to your CFO. Engage2Excel helps you measure, manage and improve performance with the industry's only ROI-based employee recognition solution while our Talent Acquisition division helps you infuse highly engaged employees into your corporate culture.

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