

10 Ways to Improve Engagement in Recognize

Get Leadership Buy-In



Leadership buy-in is essential to any successful employee recognition program. A successful employee recognition program requires a change in culture that must be promoted and championed from the top down, or it will never take root. If you are not confident that your leadership has fully embraced recognition and is promoting it at every turn, you should have a meeting with your leadership team to learn their thoughts and feelings around the employee recognition program. Take this opportunity to discuss with them the importance of recognition and reiterate why you initially decided to start a recognition program. Remember, recognition is not only important to building a strong unique company culture, but it also has tangible effects as well. Recognition has been shown to increase employee engagement and employee retention. Boosts in employee engagement and employee retention can lead to increased productivity, cost savings, and boosts to your bottom line.

Leadership buy-in stats

65%

Cited feeling un-valued as one of the top reasons for leaving. (CareerBuilder report)

58%

Said "give recognition" as the way to improve employee engagement in a SHRM survey.

55%

Of recognition nominations are sent via email, lost forever in a sea of messages. (World at Work 2015)

For more stats, visit: <https://recognizeapp.com/docs/about/why-recognize.pdf>

Have Leadership Promote Recognition



Once you have leadership buy-in, brainstorm ways to have leadership promote recognition. Leaders should be logging into Recognize regularly and liking and commenting on recognitions and anniversaries/birthdays. They should also be shouting out extraordinary recognitions at companywide meetings.

Train Managers on How to Use Recognize



You cannot have engaged employees without engaged managers. Managers should be the ones sending the most recognition within Recognize and making sure that all of their direct reports are being recognized for their contributions. We have a great video you can use to train your Managers on how they should be using Recognize in order to maximize employee engagement.

Manager Training with Rewards: <https://youtu.be/4OdDGlcuvLY>

Manager Training No Rewards: <https://youtu.be/l46JOutWUPQ>



"We can reinforce our core values and behaviors, and even use custom badges to set goals for people."

Jay Friedman, COO, Goodway Group

Have Managers Promote Recognition



Once your Managers understand how to use the platform, make sure they are promoting it at every chance they get. Managers should be shouting out extraordinary recognitions at every single team meeting and sending at least one recognition in Recognize a week. Think about giving your Managers a small budget to reward their team with small rewards like donuts or a lunch with the team.

Use Engagement Emails



Hi Karen



Your direct reports' data in the last month

Most received

Kien Riley	Received 9	Sent 0	Recognize
Oscar Rogers	Received 7	Sent 0	Recognize
Jeanett Garcia	Received 6	Sent 0	Recognize

Least received

Tim Jackson	Received 1	Sent 0	Recognize
Jessica Naft	Received 1	Sent 0	Recognize
Frank Phillips	Received 1	Sent 0	Recognize

Engagement Emails are an easy way for Company Admins and Managers to check up on engagement in the platform.

Once a month Company Admins will receive an email with their most engaged and least engaged Managers. If a Company Admin notices the same Managers showing up as the least engaged month after month, they should try to set a meeting with that Manager to find out what's going on. It could be as simple as the Manager not understanding how to use the tool or that they don't understand the value of the program. In either case, make sure you work with that Manager to help them improve their engagement. Once you're sure they understand how to use the platform and believe in its value, help them put together a set of goals, such as send 2 recognitions a week, like 5 recognitions a week, and comment on 3 recognitions a week. Each month see if their standing on the Engagement Email has improved.

Simultaneously, Managers will receive an email with their most recognized and least recognized direct reports. They should be viewing this email each month and making sure that if they see someone on the least recognized list who doesn't deserve it, to jump in and send them a recognition!

Steps to Turn On Engagement Emails:

- 1) Go to **Menu > Company Admin > Settings > Engagement Emails**
- 2) Make sure **Engagement Emails** are turned **ON**.

Read more about Engagement Emails here: <https://recognize.zendesk.com/hc/en-us/articles/360024411552-How-To-Turn-On-Engagement-Emails>

Have an Outcome to your Recognition Program



Stream

Recognize

Stats

Users

Badges

Fame

Rewards

Recognize

A Allison White

March 2020 Points 10

Menu

Dj of the Day

Play your favorite jams in the office for one day!

50 Points

REDEEM

Snack Time!

No judging! Earn a snack of your choice to be supplied in the office

50 Points

REDEEM

Starbucks

Starbucks coffeehouses have become a beacon for coffee lovers everywhere because you can count on genuine service, an inviting atmosphere and a superb cup of expertly roasted and richly brewed coffee every time.

50 Points - \$5

REDEEM

It's very important to have some type of outcome to your Recognition program, so that your employees feel like there's a purpose in getting/receiving recognition. If you don't already offer Rewards through Recognize's Rewards' catalog, consider adding some. If you have the budget, gift cards are a great way to tie a monetary component in with your recognition program. We have hundreds of gift cards to choose from our Gift Card's Catalog. Non-monetary rewards can be just as popular as well, such as a special parking space, extra paid time off, or coffee with the boss.

Check out our list of Rewards ideas here: <https://recognizeapp.com/top-employee-recognition-ideas>

Hold Contests



Another way to have an outcome to your Recognition program without having to have a big budget is to offer contests rather than Rewards. Some companies we work with do a quarterly drawing where each time someone is recognized that quarter, they get their name added to a hat. The more recognitions they get, the bigger chance they have to win. They all come together in the office for the quarterly drawing and hand out special prizes like gift cards or experiences or company swag to the winners of the drawing.

If you're seeing low participation by some teams, we suggest having a team contest. Use your Team Directory page in Recognize to see the team with the best engagement for the past 90 days and reward them with a team lunch or a dessert brought into the office. Everyone always appreciates free food.

Give out Certificates

Certificates are an easy way to give something tangible, so that recognitions are more memorable. In Recognize, you can easily auto-generate and download certificates for every recognition that's sent. Check your Top Employee's dashboard in the Company Admin once a quarter to see which people won each one of your value badges the most. Reward them with a certificate in front of the whole office/company.

Read more about generating certificates here: <https://recognize.zendesk.com/hc/en-us/articles/215871917-How-to-Create-an-Employee-Certificate-or-Staff-Award>



Use Posters and Email Signatures to Promote Recognition



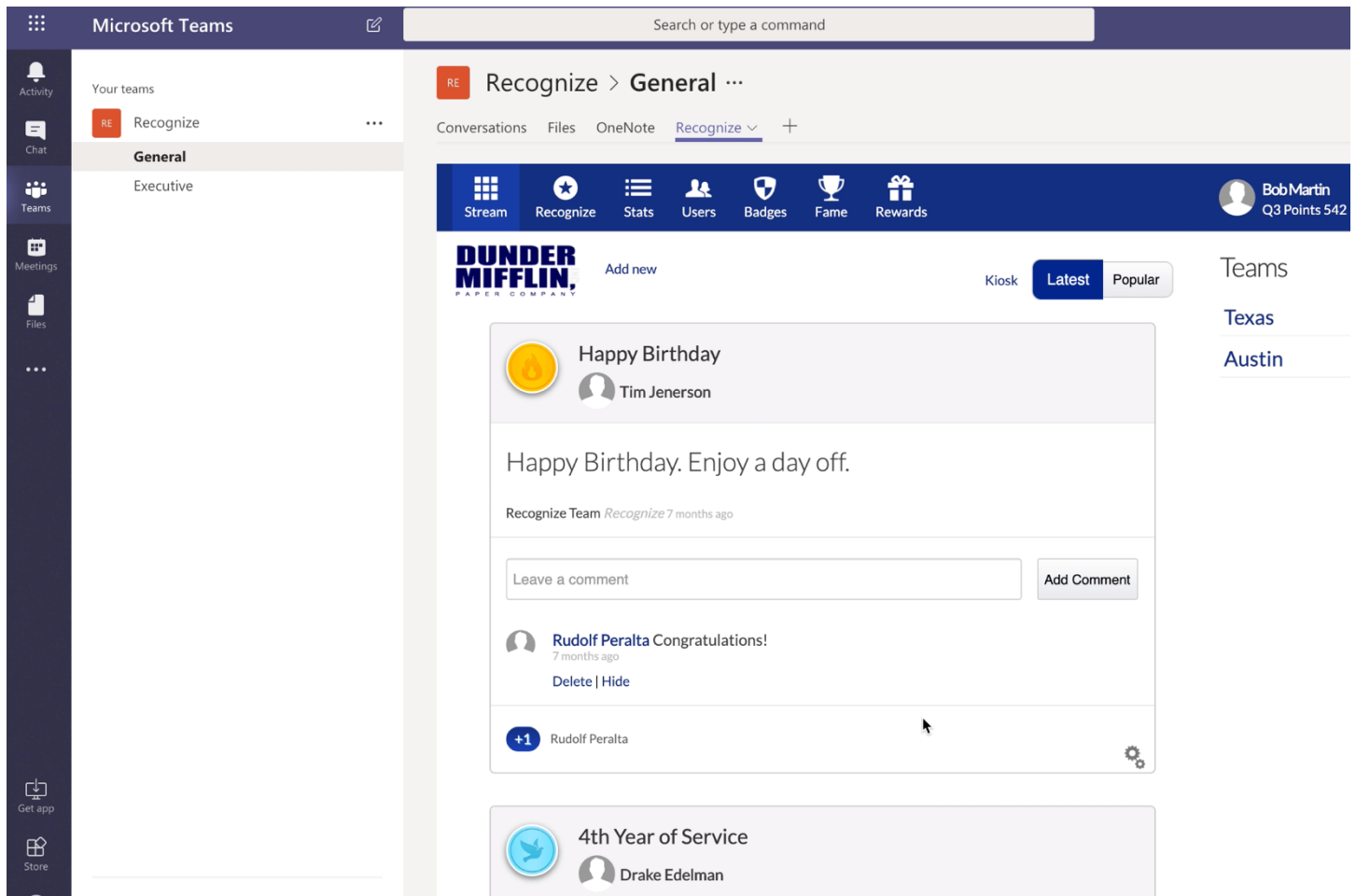
Recognize Someone Today
Recognizeapp.com or look for the star icon.



Use some of our promotional material around the office to promote the use of Recognize. We have posters and email signatures available for download or create your own to add your own unique twist.

Download all materials here: <https://recognize.zendesk.com/hc/en-us/articles/360040825652-Download-Recognize-Posters-and-Email-Signatures>

Put Recognize in the Tools your Employees Already Use



Recognition works best when it can be done quickly and in the moment. Therefore, you should try to have Recognize in the tools your employees use on a day-to-day basis. Add Recognize to Outlook, Sharepoint, Workplace, Yammer, Microsoft Teams (coming soon), Slack (coming soon), and Apple/Android.

You can find guides on how to set-up all of our supported integrations in our Resources section:

<https://recognizeapp.com/resources>

If you have a TV screen in the break room or lobby, use Recognize's Kiosk Mode to showcase your most recent recognitions.

Read more about how to display recognitions on a tv: <https://recognize.zendesk.com/hc/en-us/articles/215231778-How-to-Display-Recognitions-on-a-TV-Kiosk-Mode->