

Engage and Cultivate



The Building Blocks of Recognition

Service Award Recognition

Key milestones in a team member's career.

Team Recognition

Opportunities to thank everyone on the team/dept./org. for results, projects, anniversaries, product launches, etc.

Above and Beyond Recognition

Team members make a significant impact to the business, customers, the team, etc., and deserve a more formal response.

A-ha! Moments

Low cost, day-to-day, personal forms of regularly praising team members.

Small Group Exercise: For your assigned “building block,” respond to the following:

What situations would warrant this type of recognition?

What are some ideas for making this form of recognition work?

What are some commonly missed opportunities?

*Modified from the Carrot Principle book

Making the Building Blocks Work

A-ha! Moments

- Frequent – Make it part of your daily leadership activities. Manage by walking around. Use the recognition tracker on the next page.
- Specific – Describe the situation and the specific behaviors and actions you saw. General recognition has little to no impact.
- Timely - Link recognition to behavior by providing it in a timely manner. People get frustrated and feel marginalized when their contributions go unnoticed.

Above and Beyond Recognition

- Link your recognition efforts with specific values and goals of the team, department, and organization.
- The recognition award should have perceived value relative to the efforts made.
- Ensure the presentation is personal. Delivery is more important than the award itself.

Team Recognition

Reinforce your brand and thank everyone in a team, division or entire organization – may include successful completion of a key project, achievement of record results, company anniversary, new product launches, etc.

Service Award Recognition

- Check in with new employees at 30, 60, 90 days
- Establish clear performance goals
- Conduct regular 1-1s and quarterly goal reviews
- Publicly recognize yearly anniversaries.
- Starting at 5 years, provide more formal service awards.

*Modified from the Carrot Principle book