

THE ULTIMATE GUIDE TO EMPLOYEE RECOGNITION

*Engage, Align and Recognise
Your Employees to Inspire Success*



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INTRODUCTION

Top employers are facing a perfect storm in the fight for talent. In 2014, the unemployment rate in the UK plunged to 7.1%.¹ At the same time, more and more Baby Boomers are retiring, while recent university graduates prove lacking in the skills that businesses are seeking. To compound this issue in the workforce, at least one third of existing employees feel ready to leave their job.²

According to CIPD, the top reason for employees leaving a company is lack of recognition. And although ninety per cent of employers say that they have some sort of recognition programme in their workplaces, only 13 per cent of the global workforce is engaged, showing clearly that these programmes are far from effective.

It's unsafe to assume that your workforce is being suitably recognised, because the reality is that they probably aren't. Their hard work is neither appreciated nor validated in a way that evokes inspiration. It's time to rethink recognition - the main catalyst to engaging and aligning your workforce, thus driving improved business performance.

The knowledge and services workforces must be looked at differently today. They crave a purpose-driven company, regular feedback, career opportunities and interesting work. With 70 per cent of the world's Gross Domestic Product (GDP) generated by the knowledge and services industries³, the standards and ideals of the workforce are shaping the way that businesses operate.

The Ultimate Guide to Employee Recognition will challenge conventional thinking, helping you become more focused on the future so that you can respond to the needs of today's workforce and lead the way to employee success. You'll learn to create a meaningful strategy, from start to finish, that yields higher levels of retention, higher customer satisfaction, exceptional employee engagement and alignment, and an unmatched culture of recognition and success.

HOW TO READ THIS GUIDE:

The Ultimate Guide to Employee Recognition is in two parts:

- ➔ **Part one** reveals the case for employee recognition, providing strong fundamentals to support the building of your strategy.
- ➔ **Part two**, the how-to section, provides step-by-step tactical instructions on planning, designing, executing and communicating your strategy.

Turn the page to tackle the essentials of employee recognition.

A photograph of a man and a woman in business attire sitting at a table, engaged in a conversation. The man is on the right, wearing a white shirt and a striped tie, gesturing with his hands as he speaks. The woman is on the left, wearing a white shirt, listening attentively with her hand near her chin. The background is a bright, modern office setting with large windows.

PART 1

THE CASE FOR EMPLOYEE RECOGNITION

Face the changing workplace head on and build your case for an employee recognition strategy.



THE MODERN WORKFORCE AND CHANGING WORKPLACE

Organisations Now Complement Hierarchy with Cross-functionality

As organisations become flatter, today's employees have more opportunities to collaborate and thrive. Employees have more accountability, and opportunities to take ownership and collaborate cross-functionally.

THE EVOLUTION OF CROSS-FUNCTIONAL COMPANIES:

Yesterday

- Hierarchical
- Top down
- Information on a need-to-know basis
- Status and rank determine control
- Recognition is ad hoc and disconnected

Today

- Authority broadly delegated
- Collaborative and bottom up
- Open information flow
- Status and rank are not key factors
- Everyone recognises each other's successes



The Dearth of Skilled Employees will Incite the Battle for Talent

The battle for talent is on. Successfully recruiting and retaining top talent is a big competitive differentiator. The UK Commission's Employer Skills Survey 2013 reported that job vacancies in England were up by 45% from 2009 and during the same period the number of skills shortage vacancies nearly doubled⁴. While the rise in vacancies is a good sign that the economy is recovering, organisations will find it challenging to recruit and retain top employees for future growth. Your company needs to start focusing on people.



Millennials are Taking Over the Workforce

Today, Millennials make up about 36 per cent of the workforce. By 2018, that number will have increased to 50 per cent.⁵ This generation is unique, and presents specific challenges for top employers to inspire and retain them. Constant feedback, clear communication and collaborative work environments are key engagement drivers for this group.



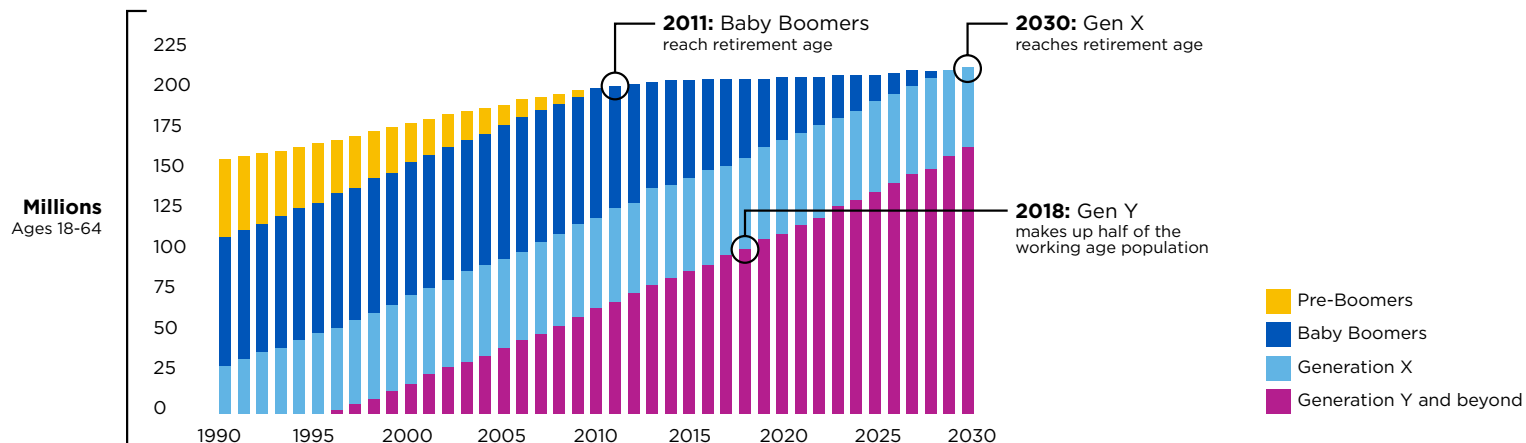
2014

36% of the workforce are Millennials

2018

50% of the workforce will be Millennials

GEN Y IS FAST BECOMING THE MAJORITY OF THE WORKFORCE



*Want to learn more?
Read the Class of 2014 study for tips on recruiting and retaining Millennials.*

[DOWNLOAD NOW](#)



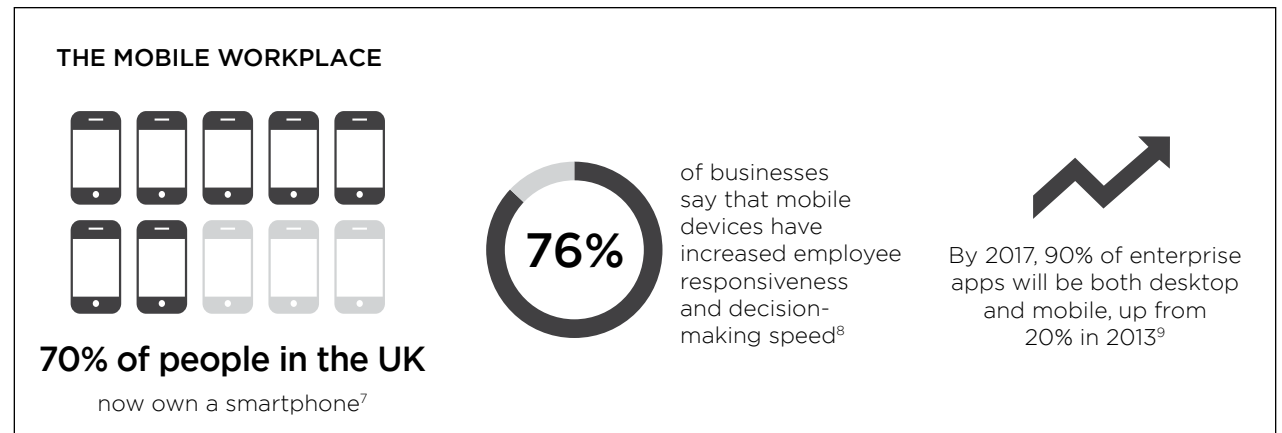
Customer Centricity is the Rule

Today the customer is in complete control. Companies that prioritise the customer experience will prevail, as they generate 60 per cent higher profits than their competitors by doing so.⁶ Your employees are ultimately responsible for creating repeat customers, so you must empower them to OWN the customer experience.

Adapting to the modern workforce and changing workplace is critical to long-term business success. The foundation for new strategies begins with focusing on your employees and prioritising what needs to change based on the reality of this new talent landscape. You'll be set for success if you create a future-focused recognition strategy to engage and align employees.

Companies Face New Challenges to Inspire All Employees - Especially Outside the Office

Understanding how to keep your remote employees engaged, aligned and recognised will be paramount to business success. Knowledge and service employees can work anywhere - even outside the office. Remote employees aren't just an extension of your team; they *are* your team, and they expect flexibility within their work environment. Cubicles are quickly being left behind as we shift to a mobile workplace.



RECOGNITION CATALYSES ENGAGEMENT AND ALIGNMENT

Employee recognition helps companies align employees to business objectives by reinforcing behaviour tied to corporate results. And it solidifies employees' emotional connection with their company, making them more engaged.

Recognition is a catalyst for engagement and alignment. These are the three ingredients for driving business success, day after day. This is because engaged, aligned and recognised employees will work harder to satisfy your customers and, in so doing, create greater shareholder value.

Otherwise known as the service-profit chain, employee engagement and customer loyalty are inextricably linked. These employees have been given the development and tools to delight the customer and deliver exemplary service that creates repeat business. This translates to higher revenues and increased profitability.

Strong employee alignment requires all employees to 'get' the bigger picture. Sixty-five per cent of organisations have a defined strategy, but only 14% of employees understand what the company is trying to achieve.¹⁰ For their jobs to feel valuable, employees need to understand how they directly impact your business success.

Alignment is dependent on communicating your business objectives and core company values across the company. Recognising employees for consistently living up to your core values helps to connect them with the bigger picture and purpose, and reinforces the right type of behaviour for your company. Make sure that employees understand the behaviours that are to be measured, and why. This requires frequent and effective communication, especially between managers and employees. Organisations that have leaders who are highly effective communicators deliver 47 per cent higher total shareholder return.¹¹

If you reinforce desired behaviour with positive feedback, it will be repeated. Engagement and alignment are the invaluable results of employee recognition. Recognition makes it possible to leverage your best resource, your people, more effectively.

Before getting stuck in to defining your recognition strategy, consider how to frame the plan for senior management. This will really help you to secure buy-in.

You can align your employees to business objectives by using the Employee Success Platform™.

LEARN
MORE



SECURING SENIOR MANAGEMENT BUY-IN

When senior management are actively involved in employee recognition, companies are nine times more likely to have strong business results.¹² Everybody wins.

They'd probably be reluctant to admit it, but your middle management view your employees as your foremost cost. And they're right. They also think in quarterly, half-yearly or yearly time frames, while employees work on an hourly and daily basis. However, your management team will warm to employee recognition if you speak the same language: using data. That will mean ROI to your Finance Director, customer satisfaction for your Sales Director and engagement for HR. Provide evidence of the outcomes that can be achieved by a recognition strategy that engages and aligns employees.

1. Present the ROI on engaged workplaces:

COMPARATIVE YEARLY STOCK MARKET RETURNS¹³ (1997-2012)

A recent US study from a Russell Investment Group report identified a significant market increase over a 15-year period between FORTUNE Magazine's 100 Best Companies to Work For list versus the S&P 500 and Russell 3000. FORTUNE's list comprises employers who offer dream workplaces, and are measured on employee satisfaction scores. There's no arguing with the fact that Fortune 100 Best Companies perform more than twice as well as the general market.

10.8%

FORTUNE 100
Best Companies
to Work For

Best Companies
perform **more than 2x better** than the
general market

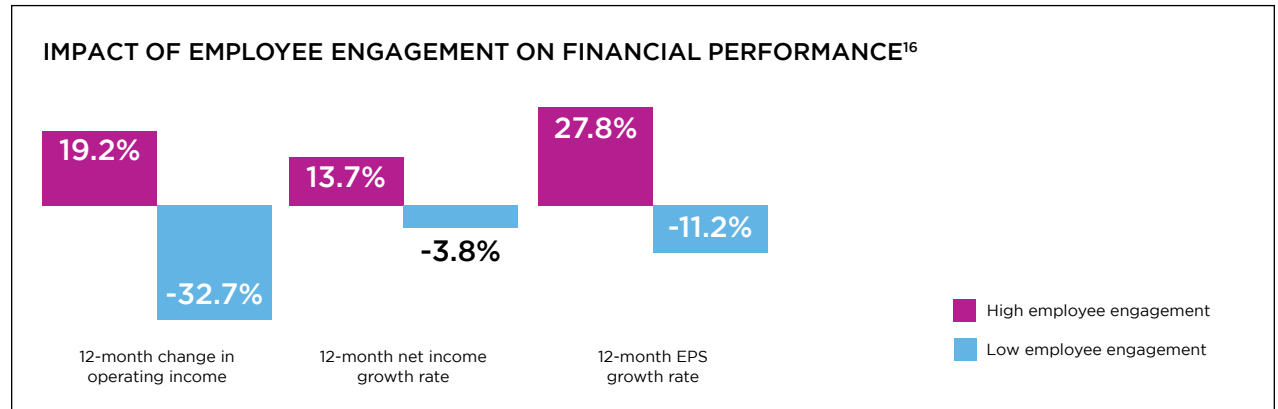
4.5%

S&P 500

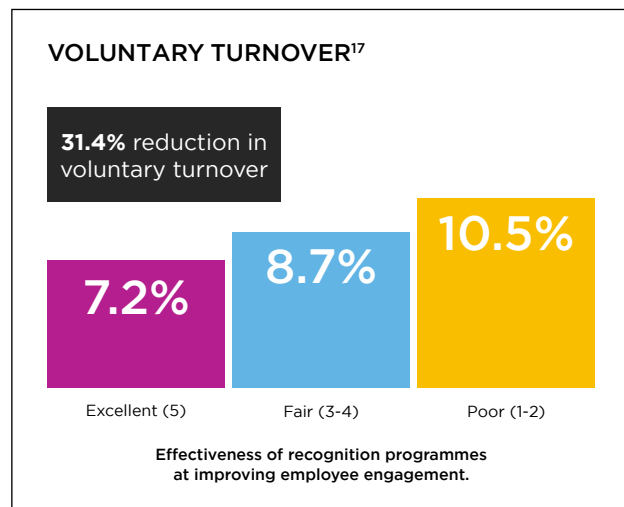
2. Demonstrate the impact of employee engagement on financial performance:

Engaged employees perform 20 per cent better and are 87 per cent less likely to leave their organisations.¹⁴

And organisations with high engagement rates are 78 per cent more productive, and 40 per cent more profitable than those organisations with low levels of engagement.¹⁵



3. Show how recognition has a strong impact on employees:



Employee Recognition Affects Engagement

Meridian Credit Union

Meridian Credit Union, which has 8 billion dollars in assets, saw measurable, positive business impact when they implemented an Achievers Employee Success Platform to engage, align and recognise their workforce. The company has more than 260,000 customers, 63 branches and eight commercial business centres. The firm fully believes that the most valuable leading indicator of success is employee engagement. In 2009, the administrative and management costs of running their own recognition programme were greatly reduced by implementing the Achievers Employee Success Platform.

Analysing the impact of engagement by comparing the top and bottom quartile of engaged employees showed that each highly engaged employee (top quartile) was responsible for over 2 million dollars in growth, while each of the least engaged employees (bottom quartile) was responsible for only 1.29 million . The most engaged employee was solely responsible for a 4.7 per cent increase in the company's client base, while the least engaged employee managed just over 1 per cent. Meridian's operating margins increased by over 10 per cent for employees within the top quartile of engagement. On the other hand, the

bottom quartile of engaged employees boosted operating margin growth by -1.2%.

Engaged employees were the key drivers of success for Meridian's improved financial results. Their recognition programme was responsible for driving the behaviour that created better alignment and improved business performance.

Get your ROI with the Employee Success Platform™.

[SEE HOW](#)



Your Next Move

An employee recognition strategy that has buy-in from senior management can transform your company by creating a culture of recognition that promotes strong engagement and alignment - every day. You'll build your reputation as a top employer and attract the best talent. So what should you do next? Make your case. The money you are already spending on recognition or rewards can be better spent, and deliver more impact and ROI. Gather relevant information about your company and ask questions. Survey employees to determine whether you have low or average engagement scores. Present the findings to your management team and show them that you can reduce your company's costs and have a positive impact on the results that matter most, revealing the ROI of employee recognition.

A person wearing a blue button-down shirt is holding a tablet. The tablet screen displays a document with the word 'Aspire' at the bottom. A white semi-transparent rectangular box is overlaid on the left side of the tablet, containing text. The person's hand is visible on the left side of the tablet, with fingers resting on the screen.

PART 2

THE HOW-TO SECTION

Learn to plan, design, communicate and roll out your employee recognition strategy.

PLAN: CREATE YOUR OWN RECOGNITION ROAD MAP

Learn to plan, design, communicate and roll out your employee recognition strategy.

Modern recognition strategies are necessary in order to be successful in today's competitive business environment. Old-school strategies miss the point about engagement, alignment and recognition, and can actively disengage employees with untimely and meaningless rewards. Avoid the pitfalls of old-school programmes by creating a modern recognition strategy that engages, aligns and recognises your employees. A consolidated programme provides valuable insight and eliminates manual processes for tracking results. Your winning strategy must be transparent and advanced, just like the modern workplace. Here's a step-by-step guide on how to replace dated programmes and make a significant business impact. It's ultimately up to you. So what are you waiting for?

PricewaterhouseCoopers' 2013 CEO Survey included a quote from Jean-Pascal Tricoire, President and CEO of Schneider Electric SA, France. He said, "People need a sense of purpose. Gross margins are not the stuff of which dreams are made. And even without going so far as to talk of dreams, you cannot inspire people to take action, create or motivate without instilling a sense of purpose, especially when times are difficult."¹⁹ Even in the face of global economic turbulence, companies with an engaged, aligned and recognised workforce can succeed. And yours can, too.

Employee recognition is the spark that gets it all going. It satisfies our intrinsic need to achieve, and motivates us because of our inherent craving for acceptance and belonging. Recognition provides a way for purpose to be infused into daily actions. It provides perspective, as it shows the receiver how their work connects with all levels of the bigger picture: how it affects the people around you, the department, the company, the purpose of the organisation. Recognition infuses everything with energy.

The next section will help you implement an inspiring recognition strategy that engages and aligns your employees.

"People need a sense of purpose. Gross margins are not the stuff of which dreams are made. And even without going so far as to talk of dreams, you cannot inspire people to take action, create or motivate without instilling a sense of purpose, especially when times are difficult."

- Jean-Pascal Tricoire,
president and CEO of Schneider Electric SA, France.

Five Steps to Charting Your Road Map

1

Determine Your Company's Starting Point

Before you can reach the finish line, you must understand where to begin. Before planning changes, investigate the current state of affairs by asking, “What does our current employee recognition, engagement or alignment strategy look like?” Once you have a complete picture of what is in place today, determine industry best practices and benchmarks which can help you to better visualise the direction in which you need to go.

Best practice: Undertake an employee engagement survey to obtain real, up-to-date data, and use the insights to guide your next steps. Then, conduct focus groups with employees and managers and ask for feedback about survey results.

2

Ensure That Your Strategy is Mobile-First

According to Gartner, there are more connected mobile devices on earth than there are people. The workforce is now more mobile than ever before. Gartner also anticipated that 80 per cent of businesses would be supporting employees who use tablets by 2014.²⁰ Employees can work anywhere in the world. Mobile technology can help you create and sustain a culture of recognition, even for offline employees.

Best practice: Build a culture of recognition for your offline and geographically dispersed workforce with a mobile-first strategy.

3

Enable Managers with the Purpose Behind Recognition

Explain the rationale behind recognition to your managers. For example, recognition could be used to align globally dispersed employees or inspire better teamwork and productivity. Recognition helps employees rise to the occasion and go above and beyond. Help managers understand why it's paramount to your business. Most importantly, separate general compensation and recognition. (Compensation is only one part of employees' basic needs).

Best practice: Determine the reason for employee recognition, for instance “aligning all employees to business objectives”, and then communicate it to your team.

Take the next step: Read 'The Secret Weapon to Driving Employee Success' to empower your managers to build a culture of recognition.

DOWNLOAD
eBOOK

4

Align Business Objectives and Corporate Values with Recognition

Not only does recognition reinforce exemplary behaviour, but you can use a purpose-designed platform to align employees to business objectives and company values through recognition.

Best practice: Determine your final goals. Are they increased employee engagement, or retention? Or are they aligning one, global culture?

5

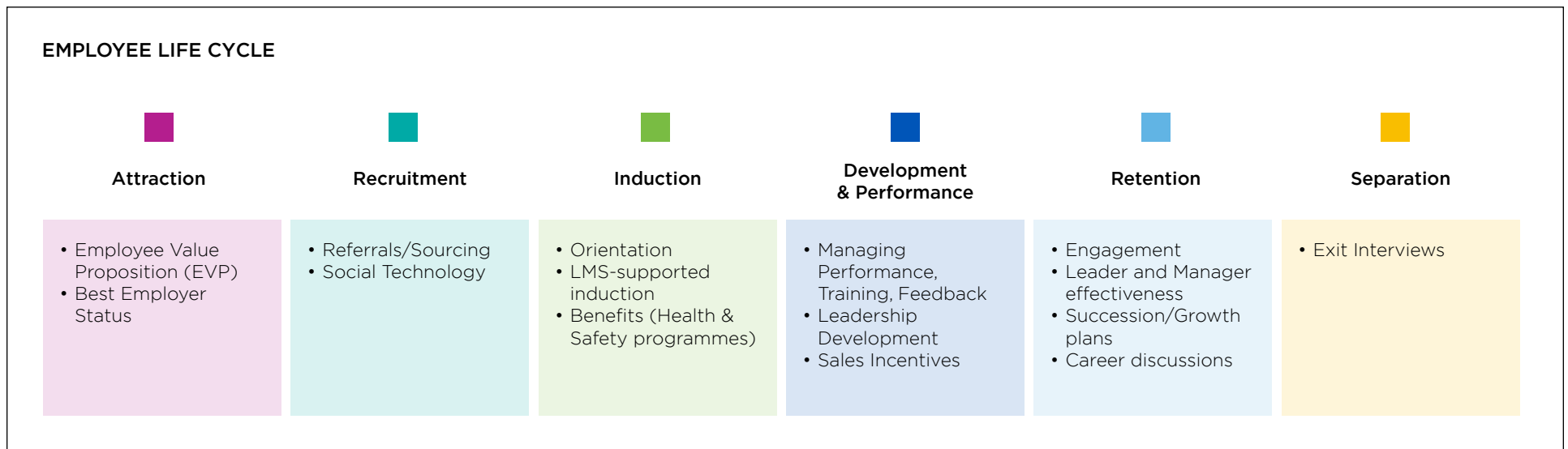
Consider how Recognition Affects the Employee Life Cycle

Talent management is multi-faceted and requires many different systems and processes. An employee recognition strategy must work in harmony with all aspects of the employee life cycle.

Best practice: It's best to implement a tool that integrates seamlessly with all your HR systems. Opportunities to leverage recognition exists at every phase of the employee life cycle. See the chart below for more.

An Employee Success Platform™ optimises every phase of the employee life cycle.

[SEE HOW](#)



IMPLEMENTATION: WHAT YOU NEED TO KNOW FOR PROGRAMME DESIGN AND ROLL-OUT

10 Critical Success Factors in the Design of Workforce Recognition

This list includes the core elements you will need to consider to design an outstanding programme. We've done the research so that you can focus on what's most important.

1 Budget

Companies typically spend as much as 1-2 per cent of their payroll on recognition programmes, although most focus on rewarding length of service.²¹ It's important to allocate the appropriate budget for recognition programmes that foster frequent recognition, making it a daily habit. View this spending not as a cost, but as an investment in your primary asset.

Decide how much you will spend and how you will link performance goals to correct behaviours in order to demonstrate an ROI. Your management team will require updates AND data, not only to give your programme the go-ahead, but to support it long term.

2 Frequency

Align recognition frequency with all other aspects of your strategy. A recent StepStone survey reveals that 74% of employees rarely, or never receive praise from their managers.²² It's important for recognition to be frequent.

The best part? Recognition can actually be given continuously and not cost a penny. It's free.

3 Criteria

Determine the behaviours that align with business objectives and corporate values. Outlining proper behaviour that is aligned to company values helps give your programme more structure and credibility, as well as enabling recognition to really drive success.

Tell your whole organisation about the recognition criteria so that employees understand how desired behaviour is aligned with company values.

4 Recognition for One and All

Everyone in your organisation must use the recognition programme, if it is to have a lasting impact. Recognition can and should happen anywhere, at any time, on any mobile or desktop device.

Create a programme that encourages all employees to recognise each other, regardless of physical location or title.

5 Peer-to-peer Recognition

each other.

Remember, even the most competitive organisations are becoming far more collaborative and are moving away from traditional top-down hierarchies. To create a cross-functional culture of recognition, you'll need to enable peer-to-peer recognition.

Enable peer-to-peer recognition to spark participation at all levels in your organisation; otherwise you won't see the results.



6 No Barriers to Recognition

Competitive organisations eliminate any approval processes for recognition and implicitly trust those employees who participate. This is more empowering for the employee. Recognition should be organic and seamless.

Recognition provides employees with unsolicited, positive feedback. So make sure you eliminate any barriers or approval processes restricting employees from recognising

7 Visibility

There are three types of recognition: public, group and private. Often, making employee recognition visible to the entire organisation is an important consideration. Visible recognition can occur in the following ways:

Public: Online news feed

Group: In front of the employee's team

Private: Employee/manager one to one

Consider making employee recognition visible to your entire organisation, as it will help reinforce good behaviours and provide ongoing participation momentum when employees can see the successes recognised and shared by their colleagues.

8 Delivery

We all know the value of being given something that shows genuine thought and care. Quality delivery will help your employees feel valued. Recognition can be delivered face to face, in a letter or by email, at an event or online. Review the standard templates or format you use for recognitions. Their look should match the value of the message being delivered.

With global workforces, personalised and meaningful electronic recognition



9 Consistency

is the best solution.

A consistent employee experience for your entire workforce must include engagement and alignment so that employees feel connected to a unified culture and experience. Within a company-wide recognition programme, consider including variable programme features that reflect the specific needs of each locale, while ensuring that the overarching programme is consistent.

Offer a unified employee experience, even if some parts of your programme need to be customised to meet global requirements.

Did you know that a consolidated Employee Success Platform largely eliminates the burden of administration?

You'll benefit from automatic reporting based on predetermined criteria. You'll also be able to get a clear picture of employee performance and how well employees are aligned to business objectives.

10 Measurement

Carefully consider what success looks like and how you'll measure it. You must be able to demonstrate the impact of your programme on your employees (improved engagement, retention, etc.) and on business performance.

See how Deloitte implemented the Achievers Employee Success Platform™ to achieve better business results.

[REQUEST A DEMO](#)



Jump-Start Your Recognition Culture with an Exciting and Engaging Launch

The way you launch your programme is just as important as the design process. Employees should feel energised about your new recognition programme and inspired to use it. That's why we've put together a cheat sheet with some best practices for your programme launch.



Spread the Word with Clear Communication

After you've determined your objectives, create a communications plan and marketing collateral. The best communication efforts begin during the design phase, so get key stakeholders involved early on.

Create marketing materials to communicate programme goals and recognition best practices. Make sure that they are aligned with your brand voice and guidelines to provide one consistent message throughout your organisation.

Most importantly, have fun with it, and be creative. This is a great opportunity to think outside the box to get employees' attention.

Give Employees (and Especially Managers) Special Training

When you actually launch the programme, special training is required for the programme administrators in your organisation. Set them up to succeed by training them in recognition best practices, the power of engagement and alignment, how to use the programme and how to use dashboards and reporting tools effectively.

And don't forget about your managers.

Too often, managers are trained in the "how", but not the "why". If you can help managers understand the "What's in it for me?" aspects, they'll get behind you without hesitation.

Don't simply provide training on the process and technology. Everyone must understand the "why" and see the connection to business success.

Equip managers with training today: Read 'The Secret Weapon to Driving Employee Success' to provide them with training and recognition best practices.

[DOWNLOAD NOW](#)

BECOME AN AGENT OF CHANGE

Implementing change is never simple, but you can minimise the pain. This section breaks down the basics to help you become an agent of change.

See how the Employee Success Platform™ integrates with all your HR systems.

[LEARN MORE](#)



Remove the Burden of Manual Administration with Consolidation

The way that you administer your programme will affect its success. Most companies' programmes tend to operate in isolation from other HR systems. It's important to consolidate your programme into one integrated platform that will scale across your business. There must be harmony.

Front-line employees only need to go to one place, managers get the employee visibility that they need, and the company keeps control of costs and reporting in order to understand where to invest its money.

Communicate, Communicate, Communicate

Be considerate and communicate the changes to your organisation.

Programme adoption is critical if you are going to create a culture of recognition. Communicate the benefits of your recognition programme to all employees early and often.





Constantly Assess the Programme's Value

Your recognition programme and your company's values should be aligned. As business goals change, so might your programme. You must keep the bigger picture in mind. How do changes affect the ways in which employees recognise one another?

Communicate all programme changes to employees, especially if goals or recognition criteria change.

Optimise Programmes to Keep Them Fresh

Over time, re-examine your programme to ensure that it's meeting your organisation's goals. Solicit feedback from key stakeholders. You should constantly think about ways to update your programme, keeping it fresh and dynamic.

Assess whether certain metrics or criteria are getting the results you want and, if not, continue refreshing until you're satisfied.





AMPLIFY: THE SCIENCE OF REWARDS

People like to group rewards and recognition together, as though they were one. Rewards can complement recognition, but are not a replacement. It's not about only giving employees things.

You have a chance to amplify recognition, engagement and alignment with rewards, as long as it's done the right way. A salary is not a thank-you, as it only satisfies your employees' basic needs. You want to reinforce the right employee behaviour... and then reward accordingly.

If recognition fulfils our intrinsic needs for love, belonging and self-esteem, then rewards act as an extrinsic motivator. When you receive a reward that you've chosen yourself, it becomes more meaningful, and you associate it with positive feelings towards your company.


Why Rewards are Critical to Recognition Programmes



Bersin by Deloitte's research identifies two types of recognition, shown in the adjacent chart: Praise and Emblematic Rewards, and Monetary Rewards. The chart illustrates a company's likelihood of achieving top-quartile Business Performance Index (BPI) outcomes, if it uses each recognition approach effectively. A company that is highly effective at recognition with no monetary value is 2.8 times more likely to achieve the top-quartile BPI outcomes - but is 3.5 times more likely to achieve this metric using monetary rewards.

RECOGNITION ELEMENTS AND THE RELATIONSHIPS WITH TOP-QUARTILE BPI OUTCOMES²³

	Praise and Emblematic Rewards	Monetary Rewards
Recognition Elements	<ul style="list-style-type: none"> ▶ Give public recognition with no monetary value (e.g. public "thank-yous", certificates, trophies, plaques, etc.) ▶ Provide paid days off 	<ul style="list-style-type: none"> ▶ Give public recognition with monetary value (e.g. company-wide awards) ▶ Allow employees to nominate each other for company-wide awards (with monetary value)
If highly effective at the recognition approach, likelihood of being in top quartile of business performance index	2.8 times more likely to achieve top-quartile BPI	3.5 times more likely to achieve top-quartile BPI



See what's new this year for the Class of 2014: Read 'Your Next Generation of Top Talent' to learn what these young graduates need from their future workplaces.

DOWNLOAD NOW

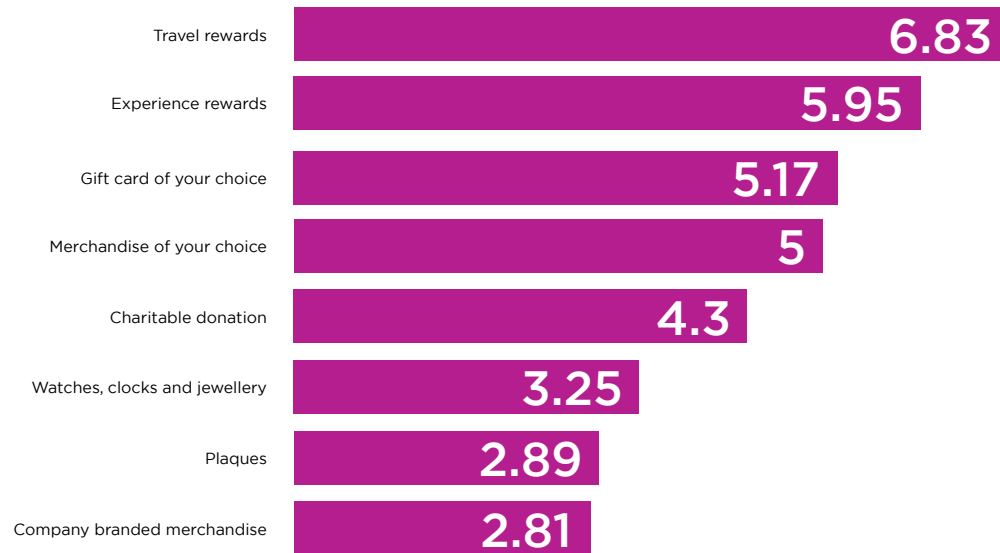
The Best Rewards are Those that are Chosen

Allow personal choice to play a part in rewards. A reward that resonates with one employee may not work for others, so ensure that you optimise your investment in your rewards - and your talent. There are many types of reward from which to choose. It's up to you to decide which rewards align with your strategy and culture.

ConnectEDU and Achievers have partnered for the fourth year running to understand what 2013 Graduates would expect in the workplace, and what companies in search of new talent should expect from them. More than 10,000 students were surveyed. It's interesting to point out that the majority of students chose travel and experience rewards, and gift cards, as the most appealing rewards. Rewards such as watches, clocks and plaques are not appealing, as they come at the bottom of the chart on the next page.

HOW APPEALING WOULD EACH OF THESE REWARDS BE?²⁴

WEIGHTED RESPONSES RANKED ON A SCALE OF ONE TO EIGHT



Don't Assume that Cash Rewards are the Best Option

You should consider both monetary and non-monetary rewards, because employees may associate cash rewards with compensation instead of achievement. Recognition should initiate a behavioural movement towards business objectives, so be aware of how cash rewards are perceived.

Spending as little as one per cent of your employee payroll on specific, meaningful and timely rewards is just as important as the other 99 per cent of the money that you spend on employees. If you consider the impact on the average total salary package for an employee, one per cent added to their income would not only seem stingy, but would get lost on their payslip and in deductions.

Think Globally but Fulfil Locally

Select a global provider that offers the complete package by consolidating all features and capabilities into one Employee Success Platform. This guarantees a consistent experience for your employees, regardless of country and local currencies.

With respect to global fulfilment capabilities, you must always consider including local, in-country fulfilment. This cuts down on costs to the provider, including extra fees for customs and duty and, in turn, provides great value to the recipient. For example, it costs

£60 to send a gift certificate from the United States to Egypt, but only costs £5 to send the same item within a country. Imagine the ramifications of choosing the wrong global partner. Your ROI depends on it.

ARE YOU READY?

The business ecosystem has become more acutely competitive than ever before. It's imperative that you look beyond what's in front of you today.

The global workforce is fundamentally changing, and modern recognition strategies are required to impact engagement, alignment and the bottom line. Opportunities to take positive steps forward are available to you, thanks to the quality of insights provided by your new approach to recognition. After all, according to the research by Capita Employee Benefits²⁵, more than a third (34%) of employees believe that being thanked or recognised for their work is the most valuable workplace benefit after a pay rise.

Take care of your people by engaging them, aligning them to corporate strategy and recognising outstanding achievements as they happen. Excel at these things, and your employees will find it unimaginable to leave your company. Plus, you'll be able to provide your management team with irrefutable programme ROI and measurable impacts on business success, reaffirming that you are a strategic business partner playing an integral role in driving results.

Best of all, you'll delight your customers and make them loyal, avid fans of your company. And you'll never look back to old-school ways of engaging employees again.



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