



# Recognition:

*the gift that keeps on giving.*

It's never too early to begin planning your holiday recognition strategies, because gratitude has never been more important than now. More than ever, your employees need your attention and recognition to make sure they know how much you value their efforts.

## **The holidays are a time of reflection and recognition of past accomplishments.**

For many organizations, the holidays are one of the busiest times. Additionally, holidays are a natural time for companies to reflect on their employees' past successes. Holidays are a time to show team members just how important their roles and individual contributions have been. When you celebrate those accomplishments, this gives employees the emotional energy and reasons to look forward to next year.

## **With authentic gratitude, comes commitment and loyalty.**

The last two years have blurred home life and work life, created new challenges, and added stressors for everyone. Show people how grateful you are by recognizing their work. Employees will be more loyal to you if they know how loyal you are to them, AND that the loyalty you have for them is real.

## **Recognition at the holidays is a definite "must do," but it's the everyday recognition moments that matter the most.**

Real engagement comes from the ongoing recognition of your teams' efforts throughout the year. Consider implementing a "month of thanks." Boost morale with a month-long event to recognize the small moments, the big moments, and every moment in-between. While the holidays are the time to notch it up a level, it becomes pretty transparent if you only express your gratitude for employees around the holidays. So bring a little recognition into your everyday moments.

<sup>1</sup>Disney Institute Blog, Celebrate The Everyday And Beyond: The Value Of Consistent Recognition In The Workplace

***"Silent gratitude isn't much use to anyone."***

Gladys Bronwyn Stern

***Holidays mean different things to different people, but gratitude, no matter how you translate it, is a universal connector.***

***"...everyday interactions and small, sincere acts of saying, "thank you" – when consistently delivered – provide the necessary foundation upon which larger, more significant recognition events can occur."<sup>1</sup>***



## Here are some quick recognition “wins” to help create your own culture of recognition.

### Make it Public

Sharing success stories makes them more meaningful. There are countless acts of heroism happening every day in your workplace - seek out these stories and share!

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### Include Everyone

While a recognition-rich culture starts at the top, the key is to get everyone involved. By putting social recognition tools in place, you encourage full organizational participation.

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### Make It Tangible

If you are giving a gift, utilizing tangible rewards will make the recognition more memorable. Cash is quickly forgotten and does not provide the same positive experience as a tangible gift.

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### Messaging is Key

Positive messaging, words, and actions are critical. Use empathy and the appropriate tone when acknowledging the challenges so many have faced. A genuine expression of support and gratitude goes a long way.

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### Keep it Going

Put strategies in place to keep the momentum going throughout the year ahead. In *The Remote Workplace Needs Recognition Rituals Too*, Gallup notes “employee engagement requires consistent, frequent action from managers and leaders. Annual or quarterly rewards and accolades are not enough to improve worker performance.”

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