

A photograph of two women in an office setting. One woman is holding a laptop and they both appear to be looking at it. The background shows office furniture and a brick wall with some text. The entire image is overlaid with a semi-transparent yellow filter.

brq

Drive Team Engagement with Employee Recognition

The Ultimate Guide



Introduction

Bean bags, ping pong tables, free hoodies: employers are showering employees with more and more stuff. And while the reasons for that are plainly obvious, **the impact of these perks is not so clear-cut.**

Today, the talent pool has become much less forgiving and **attracting the best talents takes more than just a pay check.** Not only that: **keeping talents is becoming as difficult as attracting them in the first place.** In both cases, the employees' concerns aren't addressed by just handing out more stuff. It takes a little more than that.

It all starts with **recognition.** Because recognition shows that a **good job doesn't go unnoticed.** Because recognition reinforces the perception that one is depended on. Because recognition spreads into company culture and makes everyone feel like **valued members of a team.**

Companies wanting to cut to the front of the talent queue have understood this. They've put in place **effective means to leverage recognition** and have made it part of their **culture.** And they reap the benefits. Big time.

This guide will help you understand the levers of recognition, how to implement effective recognition, and how to show recognition to employees in order to drive higher engagement from your team.



Summary

- 10 Key Stats That Prove the Impact of Employee Recognition
- 5 Best Practices for Effective Recognition
- 4 Examples of Rewards That Deliver Meaningful Recognition
- Start Winning at Employee Recognition with Briq

Implementing recognition

Properly implementing recognition is an organization-wide effort. Every employee has to play a part. But first, you'll want to ensure that your CEO and partners are on board. Then move on to team managers. And then, let your team unleash the full power of recognition!



10 Key Stats That Prove the Impact of Employee Recognition

One common misconception about recognition is that it's intangible. It's a matter of "feeling" where business-decisions should be driven by cold, hard facts. Right?

Well, sort of. Although quantifying recognition is tricky (how many units of recognition is a "thank you" worth? What about a "congratulations"?), measuring the impact of recognition is straight-forward. Be it in **productivity**, **employee turnover**, **customer satisfaction**, and even bottom line **financial numbers**: time and again, studies have tied recognition with business metrics.

80%

of employees are more motivated when they feel appreciated. (1)

31%

Engaged employees are proven to be 31% more productive. (2)

12x

Organizations with the most sophisticated recognition practices are 12 times more likely to have strong business outcomes. (3)

+1h

1 extra hour per day! Happy employees are 12% more productive at work. That's equivalent to an extra hour each day. (4)

(1) Glassdoor, Employee Appreciation Survey, Nov 2013

(2) Bersin by Deloitte, high-impact performance management: five best practices to make recognition and Rewards meaningful, november 2012

(3) Bersin by Deloitte, The State of Employee Recognition, 2012

(4) Research: Employee Recognition Programs Work, When Done Right." Amsterdam Printing. Web

10 Key Stats That Prove the Impact of Employee Recognition

89%

of employees say “recognition for the effort” is one of the biggest contributors to their employee happiness. (5)

1/3

Less voluntary turn-over rate within companies with an effective recognition program. (6)

41%

of companies that use peer-to-peer recognition have seen marked positive increases in customer satisfaction. (7)

35.7%

Peer-to-peer recognition is 35.7% more likely to have a positive impact on financial results than manager-only recognition. (8)

85%

When companies spend 1% or more of payroll on recognition, 85% see a positive impact on engagement. (9)

46%

Senior managers view recognition programs as an investment rather than an expense. (10)

(5) Employee Recognition Programs Work, When Done Right.” Amsterdam Printing. Web

(6) Bersin by Deloitte, The State of Employee Recognition, 2012

(7), (8), (9), (10) SHRM/Globoforce Employee Recognition Survey, 2012



5 Best Practices for Effective Recognition

Not all recognition is made equal. The same words spoken at a different time can have very different results. **To make recognition a driver of employee engagement**, it must be **the kind of recognition people crave**.

Examples of effective recognition are ubiquitous in our day-to-day lives: from receiving thanks for doing small chores around the house, getting likes on our posts on social media, receiving a sticker for voting or making a donation to a charity, or even treating yourself after a long day: this is the type of recognition people crave in their day-to-day. **Why should it be any different at work?**

All too often, companies entirely **miss the point of effective recognition** by overly focusing on financial rewards. While financial compensation is important, **it doesn't constitute recognition**. And it doesn't fill the need we all have for genuine recognition. Instead, this is what **real recognition** looks like:

Public

Recognition works best when it's public because, unlike recognition given behind closed doors, public recognition is **perceived as authentic**. Also, public recognition is an effective way to promote similar behavior to other members of your team.

Frequent

Instant and everyday recognition is far more meaningful to employees than annual recognition plans. Decoupling recognition from performance reviews allows recognition to intervene in the context in which it was earned, **reaffirming the link between hard work and recognition**.

Peer-to-peer

Our peers know best what our day-to-day tasks and responsibilities entail, and their motives are divorced from financial and other career-related considerations of an employee's life. That makes their validation **all the more powerful** and builds a support system that mutually **drives employees to better performance**.

5 Best Practices for Effective Recognition

Aligned with your values

Every culture is different. Choosing rewards that are in agreement with your company culture not only makes recognition feel natural, **it enhances your employer brand.** When it's made to fit your existing culture, recognition feels unique and your company culture feels even more distinctive.

Result-based

Recognition that is result-based is perceived as fair. Because it is objective, quantifiable, and tangible, **result-based recognition drives the best engagement.** By tying together meaningful recognition with measurable impact on performance, business becomes personal. And the **impact on your ROI is clearly demonstrable.**





4 Examples of Rewards That Deliver Meaningful Recognition

Recognition that doesn't lead to **tangible rewards** can feel devoid of significance. Most companies have caught on to this, and are now offering perks in the form of **opportunities for continuous learning, charitable donations, and more.**

These perks aren't just more stuff. Because they **bring value** to the employee and to the company, and because they are **granted on merit** and not seniority or another rationale, they're a great booster for **recognition, motivation, and tangible ROI.**

And some of these don't even require a budget:

Professional Advancement

Most employees seek to build their career while having an **impact on their company.** Letting your employees meet and have lunch with the executive of their choice will allow them to build personal relationships and **feel more engaged.** And it's also a good way for high-level executives to collect interesting bottom-up ideas and feedback.

Continuous learning

Giving access to conferences, courses and formation programs is a **win-win situation.** Offering opportunities for continued education to your employees' shows that you're willing to **invest in their future.** This kind of reward is perceived as a **real commitment** on the company's part, increasing employee loyalty while also yielding a high ROI.

Collective Rewards

Rewards should also be **collective!** Offering rewards that can be earned and enjoyed collectively will drastically **boost collaboration** between team members. It's also a good way to improve team spirit with team building events that your employees can chose and **enjoy as a team.**

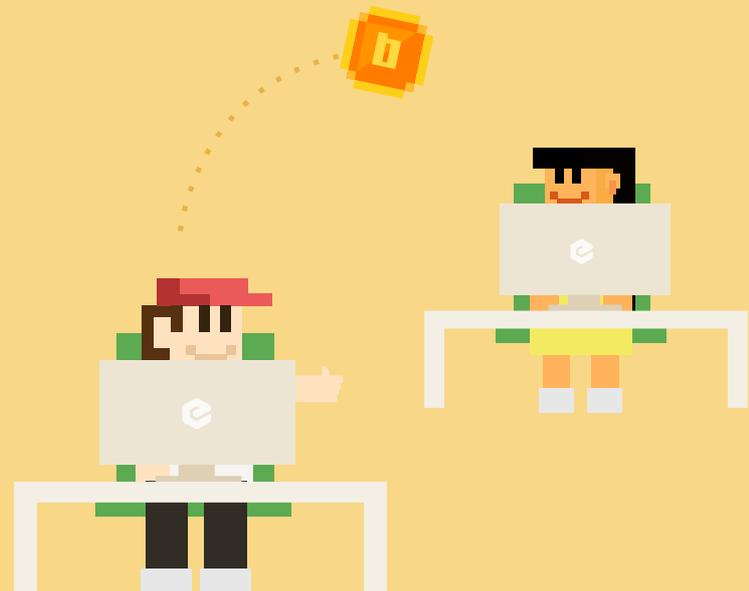
Charitable donations

Making a donation in an employee's name is a **strong motivator** and great for your employer brand. Charitable donations increase employees' perception of making a positive difference, and strengthen their faith in the company. Moreover, this kind of initiative can cast a **positive light on your brand** through word-of-mouth and press coverage.

Start winning at Employee Recognition with Briq

Briq is on a mission

Building the all-in-one tool to help organizations build and scale a recognition-rich culture that will drive employee engagement and boost happiness at work.

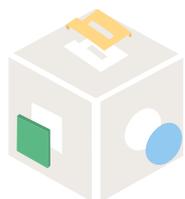


Briq's mission is based on 3 core principles



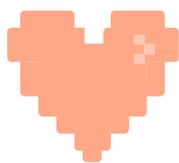
Make meaningful recognition **easy!**

Recognition has to be readily available to your team in order to **impact employee engagement**. That's why Briq is instant, personalized, public, and peer-driven: all the characteristics that bring the best out of recognition. Briq is built to **seamlessly integrate to your company Chat App** (Slack, etc...), making saying thanks as simple as asking for someone's attention on a problem.



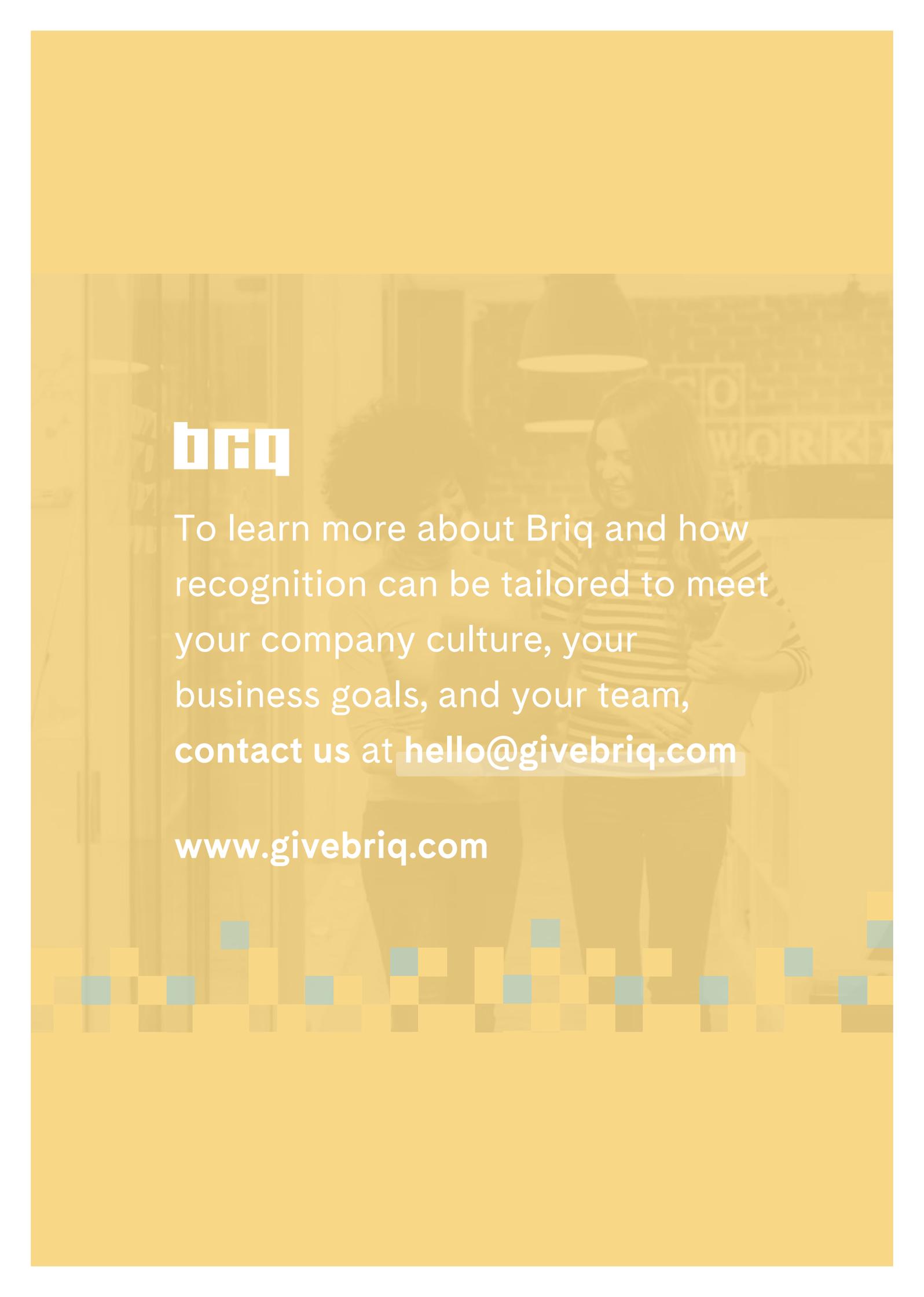
Make recognition **adaptable to your specific needs!**

Each company has its own, specific needs which are fulfilled by actions which involve your entire team. That's why Briq is also made to **motivate your team in accomplishing these daily actions that matter most to your business**. Each Briq app will incentivize your employees to take specific actions and trigger automated recognition when they do.



Make recognition align with your **values**

Values are what define your company culture. It is important to keep employee recognition and rewards in line with them. That's why Briq allows you to define **how you want to incentivize your team and what type of rewards you want to offer**. Our team of experts will help you find the most valuable rewards for your team and employees, from individual perks to collective rewards to unleash the power of recognition and help you **build a unique company culture!**



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To learn more about Briq and how recognition can be tailored to meet your company culture, your business goals, and your team, contact us at hello@givebriq.com

www.givebriq.com

