

3 Reasons Why Now is the Time for Recognition

How can your organisation emerge from these economically rocky times with your best talent focused and intact? Now, more than ever, employee recognition is crucial to keeping people engaged, motivated and united around the company's core values and strategic goals. The right recognition delivered frequently and sincerely, will go a long way toward ensuring the hearts and minds of your best people don't slip into a downturn along with the economy. Now is the time for Recognition.

1. Employees are assets, not costs

Employees are stakeholders in the success of your company and engaged employees add value way beyond the cost of employment. Work has become more a state of mind than a place to be. Recognising the unique contributions of individuals is an intrinsic reward that taps into the wellspring of energy employees are able to bring to bear on meeting company goals and objectives.

2. Boost personal performance through recognition

When big salary increases become cost prohibitive, consistent and frequent recognition delivers psychic income, which is the additional value employees derive from increased social

acceptance, self-esteem and pride in personal achievement. Even small token rewards, delivered as part of a structured recognition program, encourage employees to perform at a higher level.

3. Drive company performance through engaged employees

A tough economy removes the cushion companies have in times of growth. There's no longer any room for error in realising objectives. And that takes an engaged and motivated staff. One-time incentives or one-time communications and training are not enough to help hard-wire new behaviours into habits. Rather it takes clarity, focus, repetition and the positive reinforcement of recognition.

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