



# Making a big difference with a little recognition

With ambitions of becoming an employer of choice, a high profile government agency needed to improve lackluster performance among 15 000 employees. It was no simple task. Surveys revealed largely disengaged staff, with strong perceptions that management didn't care about them or their contributions. The solution was a recognition program that completely changed attitudes and improved performance in a big way.

## The challenge

The client's objectives were to strengthen employee engagement, align employee goals and objectives to organisational goals and values, instill a services-oriented commercial mindset, and reinforce the values message that 'people matter'.

## Our involvement

Achievement Awards Group designed and delivered a customised best practice Recognition and Rewards Program to 15 000 employees in branch offices around the country.

- Designed a tiered recognition system consisting of 3 modules:
  - Non-monetary 360 degree online e-thank you system as a fast, easy tool for daily peer-to-peer recognition.
  - On-the-spot recognition awards in the form of *AwardPoints*™ (program reward currency) – a daily recognition tool for managers with approvals required.
  - Annual nomination and selection process for recognition of exceptional achievements. Winners awarded at annual recognition awards gala.
- Secured executive support to drive participation and reinforce the program message.
- Trained managers on how to use the recognition system to effectively nominate and recognise employees.
- Sent frequent, targeted communications to support participation.

## Results

- Within a year recognition became a prominent feature in daily operations.
- **61%** of managers actively used the program to recognise and reward.
- **38%** of employees received recognition (zero-based).
- **400** employees attended the annual recognition awards gala with 61 awarded.
- **11%** increase in targeted employee engagement driver after only 7 months (initial target 2.5%).
- **4.8%** increase in 'truly engaged staff' as measured by follow-up surveys.

## Vital statistics

**Product category:**  
Recognition &  
Reward Program



**Number of participants:**  
10 000 - 20 000

## The Science and Art of Business and People Performance

Achievement Awards Group • 14 Stibitz Street • Westlake • 7945 • Cape Town • South Africa  
PO Box 234 • Plumstead • 7801 • Cape Town • South Africa  
T +27 21 700 2300 F +27 21 700 9729 E info@awards.co.za

www.awards.co.za

achievement  
awards  
group