



Chapter 8

I.N.F.L.U.E.N.C.E.

Notice and Recognize Achievements: Celebrating the Mile Markers along the Way

“When employees feel well treated and taken care of, they try to add value and grow the business.”—

Gamal Aziz, president and COO, MGM Grand

You Can’t Afford to Ignore Performance

How do you feel about giving and receiving recognition?

When you ignore performance, your employees feel unappreciated, and that feeling leads to low morale and high turnover.

What Types of Rewards Work?

- Recognize both the small and big wins
- Consistent verbal recognition is more powerful than a one-off financial reward

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- Figure out what motivates your employees e.g. Remember Generation Y (1978 – 1990) is the most difficult to manage and requires strong leadership, clear rules and more socialization t work.
- Flexible work schedules
- Technology use privileges
- Performance-based compensation
- Access to decision-makers
- Opportunities for creative expansion
- Opportunities for social responsibility
- What else do you think would motivate your workers?



FORWARD ACTIONS

Shining It Up from Time to Time

- 1. If you can't be accessible via an open door policy, use your communication portal as a means for recognition.**
 - Encourage employees to recognize one another.
 - Acknowledge "above and beyond" behavior.
 - Use storytelling to showcase top performances by relating to everyone what the employee did, what results occurred, and why this ties into the shared values and vision of the organization. (We even showcase Renegade Leaders in our "Who's been spotted" segment of our newsletter. Perhaps we will showcase you!)
- 2. Create performance-based rewards.**
 - Determine what rewards matter most to your employees, and establish a standard for recognizing high performance with financial benefits, upgraded title, schedule flexibility, and other rewards.
- 3. Practice day-to-day recognition, and train your management teams to do the same.**
 - Model this recognition for your managers, and put ten pennies in your pocket to remind yourself to do so.
- 4. Know what praise and appreciation works for the person you are acknowledging, and customize your efforts.**

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5. **Write a note to the individual or their family, indicating their value to the company.**

6. **Take a staff member out to lunch; one-on-one time is highly valued if you can spare it.**

7. **Use your company newsletter or communication portal to give credit where it is due.**

8. **Share recognition with your customers on company wins, as well as client successes (with their permission, of course).**

9. **Be creative; rewards don't have to cause a strain on your finances.**
 - Build a revenue thermometer to help teams achieve a goal. Keep it visual, and make it fun.
 - Use small gifts to show your appreciation—www.baudville.com has tons of offerings from thumbs-up tokens to other items.
 - Use everyday items to show value: a stick of gum to say someone is “sticking with the project,” glue for “holding the team together,” and so on. Don't laugh! These little tokens, which seem small, can have big value. What can you use?



10. Schedule appreciation for others into your day, making it part of your routine.

- Showing gratitude actually reduces your blood pressure, causes a great release of serotonin for both you and the recipient, and creates a feel-good culture.