

## Phase 3 - Action Plan

Moving from the 'Established' Phase to the 'Advanced' Phase of Program Maturity is marked by taking your well-established recognition program and fully integrating it into the company culture, consistently evolving to meet the needs of employees. Here's a comprehensive action plan to facilitate this next milestone:

### Developing Comprehensive Training Programs:

#### 1. Onboarding & Ongoing Professional Development:

- Create training modules for new hires or use Recognize's training webinars to introduce employees to the company's recognition philosophy, programs, and expectations.
- Incorporate recognition practices into ongoing employee development programs to reinforce their importance and ensure consistency across teams.
- Provide regular guidance and resources to help managers and peers understand the role that recognition plays for building company culture.

#### 2. Share Best Practices:

- Highlight successful recognition stories and examples of exceptional recognition efforts to inspire and motivate employees to send more recognition.
- Remind employees that recognition should be timely, specific, genuine, consistent, authentic and inclusive, encouraging personalized and meaningful recognition gestures that resonate with individual preferences and motivations.

### Integrating Recognition into Company Culture:

#### 1. Strengthen Branding of Recognition Programs:

- Work with marketing and design teams to develop a cohesive brand identity for recognition components and programs that align well with your company and feel familiar.
- Ensure that recognition materials, communication channels, and events reflect the company's brand and values, creating a sense of unity and pride among employees.

#### 2. Make Recognition a Daily Habit:

- Promote a culture of appreciation by encouraging leaders and employees at all levels to actively participate in recognition efforts on a daily basis, and allowing dedicated time for employees to reflect on their week of work and who made a difference.
- Incorporate recognition moments into regular team meetings, company events, and everyday interactions to reinforce their significance.

#### 3. Make Recognition Easily Accessible:

- Use Recognize's Integrations to make it easy for employees to recognize one another in the tools they're already using such as Microsoft Teams or Slack.
- Consider frontline employees in your workforce and promote the use of the Recognize mobile app as a way to access recognition for those who can't access a desktop.

### Continuous Improvement and Evaluation:

#### 1. Regularly Evaluate and Evolve Programs:

- Regularly assess the impact of recognition efforts on employee engagement, morale, and organizational performance to measure progress towards program objectives.

- Consider asking about recognition programs or whether employees feel recognized in annual employee surveys
- Schedule regular reviews of recognition programs with a steering committee to assess their impact, identify areas for enhancement, and ensure alignment with evolving business goals and employee needs.
- Encourage cross-functional collaboration to generate new ideas and approaches for recognizing and rewarding employees.

## 2. Engage Employees in the Evolution Process:

- Establish feedback loops to gather input from employees on the effectiveness of specific recognition programs and their alignment with company values.
  - Initiate specific focus groups or surveys to gather input from employees on their experiences with the current recognition program and their suggestions for improvement.
  - Encourage open dialogue to ensure that employees feel valued and heard throughout the process.
- Identify and empower employee champions or ambassadors who can advocate for recognition initiatives and drive engagement within their respective teams or departments.
  - Provide resources and support to help champions promote a culture of appreciation and recognition within their areas of influence.

## Celebrating Successes:

### 1. Share Program Progress:

- Recognize and celebrate achievements and milestones in the recognition journey as a company, including successful implementation of new initiatives and improvements in alignment and engagement, and share progress in multiple company channels for broader visibility.
- Use these successes as inspiration to maintain momentum and commitment to continuous improvement in employee recognition practices.

### 2. Continuously Communicate and Reinforce Expectations:

- Regularly communicate the importance of recognition as a core value and expectation within the organization, sharing best practices for sending meaningful recognition.
- Reinforce the connection between recognition, performance, and company success to underscore its significance in driving employee engagement and retention.

By implementing this action plan, the recognition program can transition from Phase 3 to Phase 4, becoming deeply ingrained in the company culture and contributing to a positive and rewarding work environment for all employees.