

# Increasing Engagement

## Playbook

### Play 1: Spotlight Series

**Objective:** Boost visibility and appreciation of individual contributions.

#### How it Works:

- **Weekly Nominations:** Every week, employees are encouraged to nominate colleagues for exceptional work. The nominations should highlight specific achievements or behaviors that align with company values.
- **Feature Stories:** The most outstanding nominees are featured in a Spotlight Series newsletter or in the Announcements section on the Recognize platform. Each feature includes a detailed description of the achievement and a personal quote from the nominee's manager or peers.
- **Points & Rewards:** Winners will also receive a special Badge, along with points to spend on Rewards to acknowledge their contributions.

**Outcome:** This play promotes a culture of recognition by regularly celebrating individual efforts and making outstanding contributions more visible across the organization.

### Play 2: Team Milestone Challenges

**Objective:** Foster teamwork and collective engagement by celebrating team achievements.

#### How it Works:

- **Set Milestones:** Define specific team milestones or goals (e.g., completing a major project, achieving sales targets).
- **Track Progress:** Use Recognize's Tasks feature to track the team's progress toward these milestones.
- **Celebrate Success:** Once a milestone is achieved, the entire team receives a collective recognition with points. Share a celebratory post on the platform in the Announcements section, highlighting the team's hard work and success.

**Outcome:** This play enhances team spirit and motivation by recognizing collective achievements and encouraging collaborative efforts.

### Play 3: Peer-to-Peer Recognition Day

**Objective:** Encourage employees to actively participate in recognizing their peers.

**How it Works:**

- **Designate a Day:** Choose a specific day each month for Peer-to-Peer Recognition.
- **Recognition Campaign:** Promote the day through company communications, encouraging employees to use Recognize to send personalized recognition messages and awards to their peers.
- **Highlight Participation:** At the end of the day, compile and share the top recognitions and messages on the platform, giving special shoutouts to those who gave the most thoughtful or impactful acknowledgments.

**Outcome:** This play fosters a culture where employees feel more engaged and valued through peer recognition, creating a positive and supportive work environment.

### Play 4: Recognition Leaderboards

**Objective:** Drive engagement through friendly competition and recognition.

**How it Works:**

- **Create Leaderboards:** Set up leaderboards on the Recognize platform that display the top employees based on the number of recognitions given and received.
- **Monthly Updates:** Share the top performers in company communications or on the platform in the Announcements section on a monthly basis.
- **Incentives:** Offer extra recognition and points for the top employees on the leaderboards to keep the competition lively and motivating.

**Outcome:** This play incentivizes engagement by creating a competitive yet supportive environment where employees are motivated to participate in recognition activities.

### Play 5: Recognition Roundtables

**Objective:** Facilitate open discussions about recognition practices and gather feedback.

**How it Works:**

- **Schedule Sessions:** Organize monthly or quarterly recognition roundtable sessions with different teams or departments.
- **Discuss and Share:** During these sessions, employees discuss their experiences with recognition, share examples of effective recognition, and provide feedback on how the platform and program can be improved.
- **Actionable Insights:** Use the feedback to make adjustments and improvements to the recognition program and share updates with the broader team.

**Outcome:** This play ensures that the recognition program remains relevant and effective by actively involving employees in shaping its success and addressing their needs and suggestions.

## Play 6: Manager Recognition Bootcamp

**Objective:** Gain manager buy-in by equipping people leaders with the skills and knowledge to effectively use the recognition platform and lead by example.

### How it Works:

- **Encourage Training Participation:** Have all managers attend Recognize's training webinar specifically for managers, focusing on the importance of recognition, how to use the Recognize platform effectively, and best practices for giving meaningful feedback.
- **Interactive Workshops:** Host interactive workshops where managers can learn more about the company's programs and Badges, participate in role-playing scenarios, and discuss strategies for integrating recognition into their daily management practices.
- **Recognition Champions:** Designate a few managers as "Recognition Champions" who excel in using the platform and promoting recognition within their teams. These champions can lead by example and mentor other managers.
- **Incentivize Participation:** Offer extra incentives for managers who actively engage in the bootcamp and implement recognition strategies. This could include Badges, public acknowledgment, or even a points incentive leveraging Recognize's Tasks feature.
- **Feedback Loop:** After the bootcamp, create a feedback loop where managers can share their experiences, challenges, and successes with the recognition platform. Use this feedback to continually refine and improve the recognition program.

**Outcome:** This play ensures that managers understand the value of recognition, are comfortable using the platform, and are motivated to incorporate recognition into their management practices. By investing in manager training and support, the organization fosters a culture where recognition is championed from the top down.

## Play 7: Engagement Challenge

**Objective:** Increase employee engagement by leveraging Tasks and incentives in Recognize to create a motivating and participatory environment.

### How it Works:

- **Design Engagement Challenges:**
  - **Create Challenges:** Develop a series of engagement challenges that align with organizational goals or values.
  - **Task Assignment:** Set up these challenges as tasks within the Recognize platform, assigning points for each completed task. Tasks might include submitting a project update, attending a

company event, or participating in a team-building activity.

- **Communicate and Launch:**

- **Announce Challenges:** Promote the engagement challenges through internal communications, explaining the objectives, how to participate, and the incentives involved.
- **Launch on Recognize:** Make the challenges available on the Recognize platform, where employees can view and track their progress. Ensure that the tasks are clearly defined and accessible.

- **Track and Reward:**

- **Monitor Progress:** Use the Recognize platform to track employee participation and completion of tasks. Provide regular updates on the leaderboard or progress reports to keep everyone informed.
- **Offer Incentives:** Award points, badges, or other incentives for completing tasks. Consider offering larger rewards or recognition for achieving top positions on the leaderboard or for completing a series of challenges.

- **Celebrate and Share:**

- **Highlight Achievements:** Regularly highlight and celebrate top performers and participants in company communications or on the platform. Share success stories and acknowledge employees who excelled in the challenges.
- **Feedback and Iteration:** Gather feedback from participants on the challenges and rewards. Use this feedback to refine and improve future engagement challenges, ensuring they remain relevant and motivating.
- **Integrate with Daily Activities:** Embed into Workflow: Integrate engagement challenges with employees' daily activities by linking tasks to ongoing projects or goals. This integration helps employees see the value of participation and how it aligns with their work.

**Outcome:** The Engagement Challenge play leverages the Recognize platform's Tasks and incentives to drive participation and engagement in a structured, goal-oriented manner. By creating clear, motivating challenges and offering meaningful rewards, this play encourages employees to actively participate, contribute to organizational goals, and feel more connected and motivated in their roles.

## Play 8: Monthly Recognition Party

**Objective:** Boost morale and publicly celebrate achievements through a regular, engaging event.

### How it Works:

- **Plan and Schedule:**

- **Set a Date:** Choose a consistent date each month for the party (e.g., the first Friday of each month).
- **Format:** Decide on virtual, in-person, or hybrid based on team preferences and logistics.

- **Promote the Event:**

- **Send Invitations:** Share details about the date, time, and agenda with all employees.
- **Build Excitement:** Use internal communications to generate interest and share event highlights.

- **Prepare Recognition:**

- Collect Nominations: Gather nominations for categories like Employee of the Month or Best Team Collaboration via Recognize.
- Select Winners: Review nominations and choose winners fairly.
- **Host the Party:**
  - Kick Off: Start with a welcome message and outline the event agenda.
  - Announce Winners: Celebrate winners with stories and achievements. Use engaging formats like slides or videos.
  - Interactive Elements: Include live polls, Q&A, or breakout sessions to keep the audience involved.
- **Celebrate and Reward:**
  - Awards: Present certificates and/or Badges with points to winners.
  - Special Announcements: Share any additional company news or updates while you have employees gathered.
- **Follow Up:**
  - Post-Event Communication: Send a summary of the event highlights and congratulatory messages.
  - Gather Feedback: Collect attendee feedback to improve future events.

**Outcome:** The Monthly Recognition Party regularly celebrates employee achievements, enhances morale, and reinforces a positive work culture.

## Play 9: Engagement Reminders and Highlights Campaign

**Objective:** Boost participation in recognition programs by using Recognize's notification system and reporting features.

### How it Works:

- **Set Up Notifications:**
  - Automate Reminders: Configure Recognize to send reminders about recognition and engagement activity.
  - Participation Alerts: Notify employees by default when they receive recognition to encourage more engagement.
- **Weekly Highlights:**
  - Generate Reports: Use Recognize's reporting tools to track participation and achievements.
  - Share Updates: Send out weekly or bi-weekly highlights featuring top contributors and recent recognition moments.
- **Spotlight Trends:**
  - Analyze Data: Identify engagement patterns and trends.
  - Targeted Notifications: Send tailored messages to active or under-engaged teams based on these insights.
- **Engagement Challenges:**
  - Launch Challenges: Create contests like "Most Active Recognizer" to boost participation.
  - Promote via Notifications: Use notifications to announce and remind employees about these incentive programs.
- **Feedback and Adjustments:**

- **Collect Feedback:** Gather employee input on notifications and engagement programs.
- **Refine Strategies:** Use feedback and data to improve notification effectiveness and engagement initiatives.

**Outcome:** This campaign leverages Recognize's notification and reporting tools to keep employees informed and motivated, driving higher participation and building a stronger culture of recognition.