

# Unlocking Manager Engagement in Your Recognition Program

How to turn  
managers into  
your most powerful  
culture drivers



# Sound familiar?

- “We had a great launch... but it didn’t last”
- “Some managers participate, others don’t”
- “Recognition isn’t consistent across teams”

# Why Managers Matter

Employee engagement is heavily shaped by manager behavior, including coaching, feedback, and recognition.

- Employees follow manager behavior
- Culture is built in daily interactions
- Managers turn programs into habits



Managers account for 70% of the variance in team engagement. - Gallup

# The Problem?

Managers aren't disengaged on purpose

They're stretched thin and not clear on how recognition fits into their role



Recognition gets lost in four predictable ways:

1

## Lack of time

- feels like “Extra work”
- Competing priorities win

2

## Unclear expectations

- Not defined as part of the role
- No consistent standard

3

## Too much friction

- Not embedded in workflow
- Takes too long

4

## Lack of visibility

- No insight into participation
- No accountability

# The 4 most common barriers to manager engagement

# 5 levers to drive manager engagement Into a Manager-Led Initiative

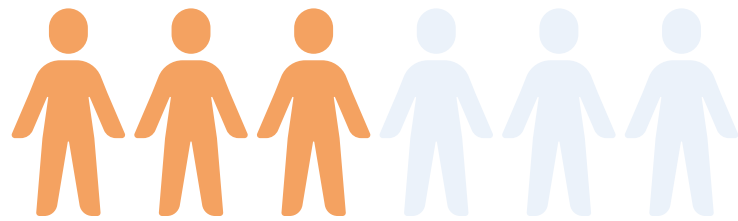
- 1 Create Manager Buy-In
- 2 Set Expectations
- 3 Make Recognition Easy
- 4 Create Visibility
- 5 Reinforce the Behavior



# Lever 1: Create Manager Buy-In

- ➔ Help managers understand the “why”
- ➔ Connect recognition to engagement and performance
- ➔ Show the influence managers have on culture
- ➔ Position recognition as leadership behavior, not admin work

# Recognition from Leadership



**50% of employees believe appreciation from managers improved their relationship with their higher-ups**

Source: [E. A. Dion](#)



**52%**

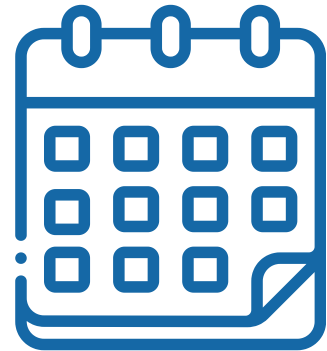
**of employees want more recognition from their immediate manager**

Source: Quantum Workplace & BambooHR

# Lever 2: Set clear expectations

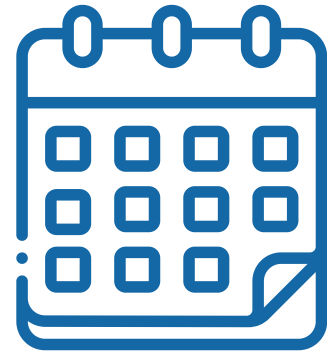
- ➔ Define what “good” looks like
- ➔ Make it part of the manager role
- ➔ Set frequency and quality standards
- ➔ Create consistency across teams

# Goals: Daily, Weekly, Quarterly, Yearly



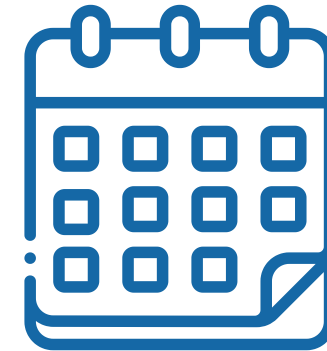
## Daily

Set a reminder to check the Recognize Stream, like and comment on team recognitions, and send any timely recognition.



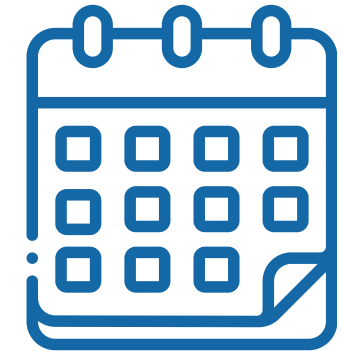
## Weekly

Review weekly recognitions, highlight a few during team meetings, and ensure each direct report receives recognition regularly.



## Quarterly

Review recognition reports to identify top senders and recipients, and highlight them during quarterly team meetings.



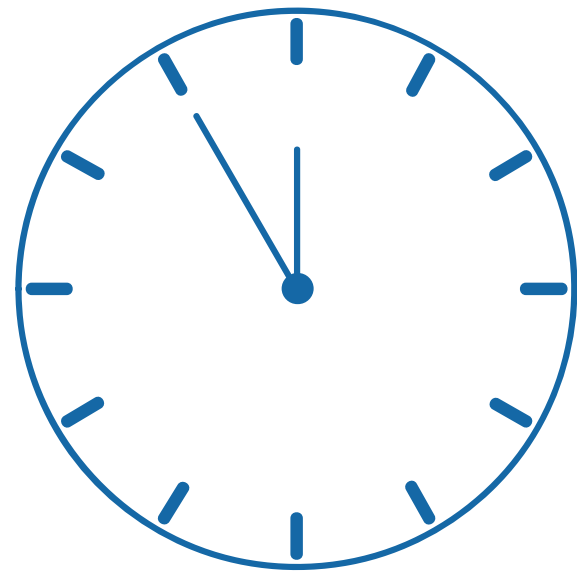
## Yearly

Use recognition feedback during performance reviews to highlight employee achievements and standout contributions throughout the year.

# Lever 3: Make Recognition Easy

- ➔ Embed recognition into daily tools and workflows
- ➔ Enable Recognition to happen anywhere
- ➔ Make recognition feel quick, natural, and consistent
- ➔ Reduce steps: Provide examples, templates, and guidance

# Elements of Meaningful Recognition



## **Timely**

Now, not later

In order to remain relevant, recognition should be timely.



## **Specific**

What & why

For best results, list what the action was, and why it was impactful.



## **Genuine**

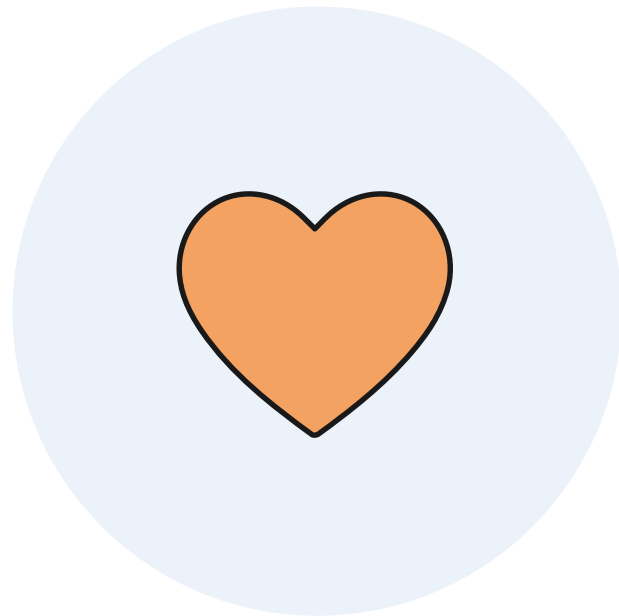
Sincerely authentic

Recognition should be heartfelt and customized to make it memorable.

# Lever 4: Create visibility

- ➔ Track participation and engagement trends
- ➔ Give managers visibility into their activity
- ➔ Share insights with leaders
- ➔ Make behavior measurable and coachable

# Why We Think You'll Love Recognize



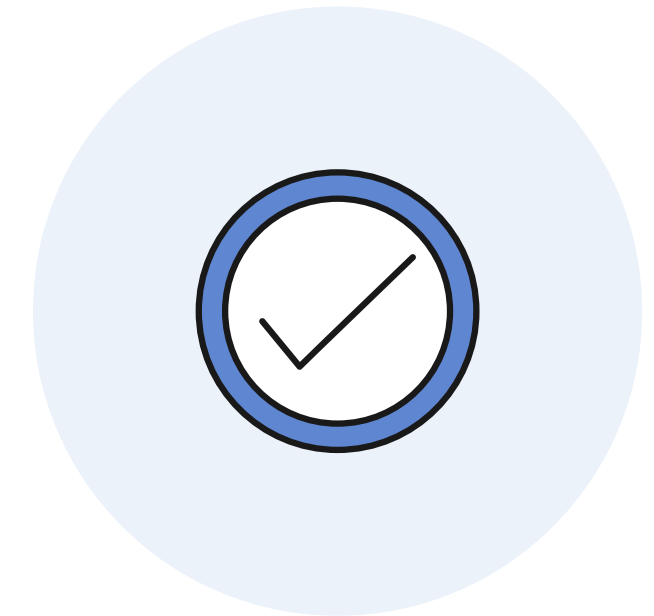
## Easy to Use

Use badges and campaigns to make recognition easier and more consistent by prompting managers to recognize the behaviors that align with team and company goals.



## Accessible

Recognize integrates directly into the tools managers already use, making it easy to recognize employees without changing their workflow.



## Helps You Keep Track

The manager portal provides a clear record of a managers direct reports' successes, making it easy to reference achievements during annual performance reviews.

# Lever 5: Reinforce the behavior

- ➔ Recognize managers who engage consistently
- ➔ Highlight strong examples across teams
- ➔ Tie recognition behavior to leadership expectations
- ➔ Reinforce habits over time

# Leading the Way with Recognition

## Remember to...

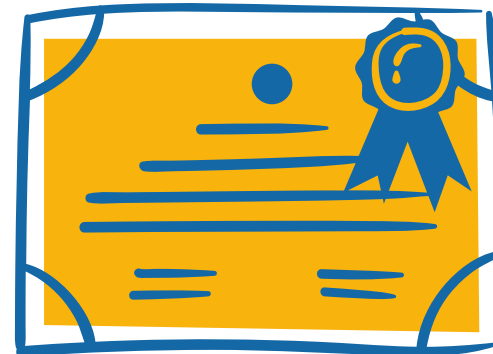
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### Recognize

Recognize managers who consistently lead with recognition to reinforce positive leadership behaviors and encourage broader participation.

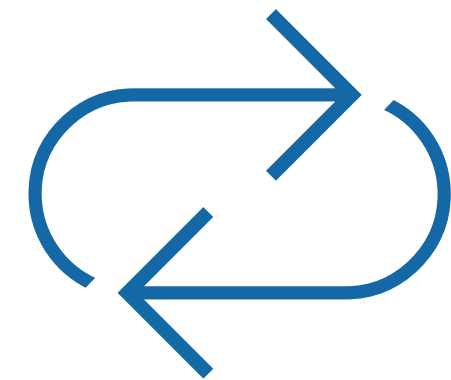
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### Celebrate

Create quarterly or annual awards for managers who champion recognition and team culture to reinforce strong leadership behaviors across the organization.

3



### Repeat

Continuously reinforce recognition expectations and celebrate progress to help recognition become a consistent leadership habit.

# Identifying manager engagement in reporting

From guessing → to managing behavior

- Who is actively recognizing
- Who is inconsistent
- Where engagement gaps exist



# Boosting Manager Engagement with Recognize Features

- **Training Webinars:** *Set Managers up for success*
- **Manager Portal:** *Track the engagement of direct reports*
- **Notifications:** *Remind Managers to Recognize and let them know when a direct report has been recognized*
- **Custom Badges:** *Create leader-specific recognition badges for above and beyond behaviors*
- **Challenges:** *Incentivize recognition of direct reports*
- **Nominations:** *Give managers a structured and meaningful way to participate in recognition.*
- **Reports:** *Identify gaps in manager participation*



Have questions or need additional support?  
Reach out to your Customer Success Manager  
or email us at [support@recognizeapp.com](mailto:support@recognizeapp.com)

