



How to Build Support for Recognition

10 TIPS FOR GAINING BUY-IN ACROSS YOUR ORGANIZATION

workhuman*

Employee recognition will positively impact every part of the business.

Peer-to-peer recognition is an organizational initiative that will benefit every employee and people leader by creating a rich culture bolstered by human moments that matter – moments of inspiration, connection, and belonging that energize people and transform cultures. To get each department's buy-in, however, it helps to show specific advantages over other rewards and recognition programs and homegrown methods.¹

Here are some tips on how to enlist the help of people in other business areas to gain senior leadership's support for employee recognition.

ONE HR

The world of HR is changing. Forward-thinking organizations are building new ways to empower and inspire the modern workforce, and employee recognition tied to people analytics is one of the strongest strategies.² Your recognition efforts will probably live in human resources, and nearly every area of HR benefits from recognition. Particularly in a larger organization, explain the benefits to your peers in recruitment, talent management, learning and development, and other groups, and ensure they understand the potential for positive impacts on retention, employee experience, and employer brand.

TWO

Recruitment and onboarding

Speaking of employer brand, be sure to loop in those responsible for attracting candidates. A strong recognition program sends a clear message to prospective employees about the company's commitment to employee happiness³ and development. Moreover, recognition aids in onboarding employees because it shows, rather than tells, them what it means to practice your company's values.⁴

THREE

Compensation and benefits

Recognition is a substantive addition to any total rewards package, especially when viewed as a strategic investment.⁵ Its local character and multilingual, multicultural approach make it a flexible solution that spans borders and geographies with ease. Because recognition can be a jewel in the compensation and benefits crown, help them understand its appeal and power.

FOUR

IT

IT is a key business partner for HR, so its support in a recognition rollout is imperative. A multitenant SaaS solution can lift a huge burden from your IT team, as can other features such as SSO capability and plug-and-play interoperability with other HR software (like Workday®). Your IT counterparts can be one of your staunchest allies, so bring them on board early and show them the simplicity of a Workhuman® Cloud⁷ solution.



FIVE

Operations

Recognition is another form of positive feedback, making it a powerful tool for behavioral reinforcement. In-the-moment recognition is a great way for your operations team to drive safety, quality, productivity, and other key initiatives. Recognition also fuels engagement, which has a proven impact on operations metrics.

SIX

Finance

We tend to think of finance as simply the people who give us budget for recognition, but in truth, a standardized solution with exceptional reporting is useful to them.

By centralizing recognition on a single global platform, you simplify years-of-service awards⁸ and eliminate rogue recognition efforts that wreak havoc with tax compliance.

Finance leaders will be glad to know, too, that our custom standard of living index (SOLI) – which ensures equitable awards for team members in different countries and currencies – and in-country fulfillment will save the company money.

SEVEN

Marketing

Your overall brand is deeply affected by employee satisfaction and engagement, and marketing often becomes a great ally when you show them the power of peer-to-peer recognition in building a magnetic culture that resonates in the marketplace. Make evangelists out of your marketing team.

EIGHT

Communications

Like marketing, your internal communications team has a lot to gain from a culture bolstered by recognition.

Social recognition not only breaks down barriers and establishes cross-functional relationships and dialogue, but it also gives you a map to your cultural energizers and influencers, hidden gems, and unsung heroes.⁹

This uniquely powerful data helps the communications team effectively disseminate information and ignite organizational change.

NINE

People leaders

Employee recognition is a powerful tool for coaching and developing employees and teams, and it yields a treasure trove of performance development data. It is not simply a reward mechanism, but a lever for talent and culture management. Managers who take the time to understand the depth of useful information that recognition provides will be better equipped to lead high-performing teams¹⁰ who are driven to do the best work of their lives.

TEN

Learning and development

Because recognition is pure positive feedback, it is priceless in the hands of your trainers and L&D team. They can use recognition to encourage behavior and drive change anywhere in the organization, which increases the impact of their other education efforts and helps learning thrive beyond the classroom.

Recognition is proven to increase productivity, retention, and employee engagement. Opening up these in-depth conversations with colleagues can help move your organization forward in its journey toward a global culture of appreciation and gratitude.

Sources

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Want to learn more about how to smoothly implement recognition in your organization? Speak with a Workhuman® consultant today.

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