

# Speaking the Language of Motivation



# Recognition...Incentives

*What's the difference?*



*Does it matter?*

“After the fact” appreciation or acknowledgement of an individual’s or team’s desired behavior, effort, or business result that supports the organization’s goals and values.



# Recognition System

Policy of acknowledging employee contributions after the fact, possibly without predetermined goals or performance levels that the employee is expected to achieve.

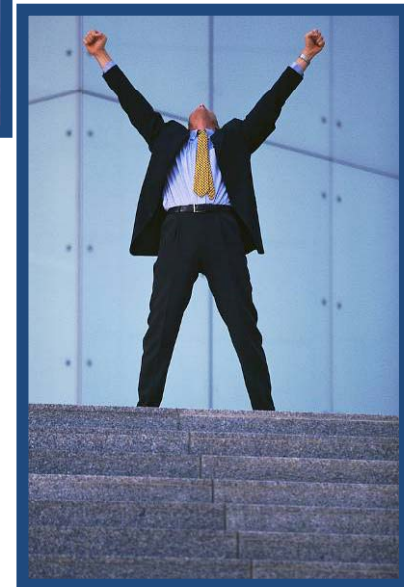


# Incentive Program

- ◆ Plan that ties employees' earnings to actual production on an individual or group basis



- ◆ Program designed to reward specific behavior to achieve desired results



# They do different things



*But often use similar “stuff”*

# Why use them?

- ✦ Employees want to feel valued
- ✦ Valued employees = engaged employees
- ✦ Employee engagement drives performance
- ✦ Over 60% of workers plan to look for new jobs as soon as the economy provides opportunities



## Does this stuff matter?



- ◆ Summit Marketing Company's Schneider Electric Program



- ◆ ITA Group's Food/Beverage Manufacturer success story



- ◆ Carlson Marketing's work with Scotia Bank

## But budgets are tight!

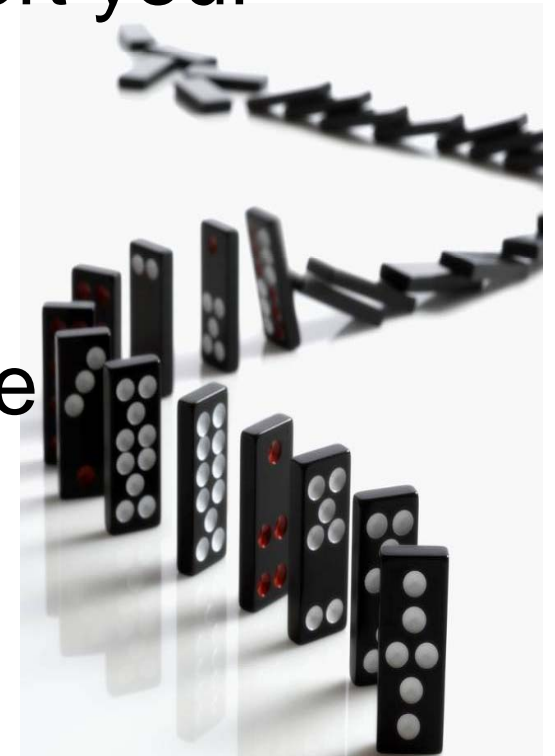
- ◆ Awards need not be extravagant
- ◆ Research shows companies with rewards and recognition programs outperform competitors



# OK. Maybe I do need a program

## How do I get started?

- ✦ Establish objectives that support your company values
- ✦ Outline your strategy
- ✦ Determine your target audience
- ✦ Assess your environment



# Getting started

- ✦ **Make it meaningful**
- ✦ **Be flexible and inclusive**
- ✦ **Make it timely and easy-to-use**
- ✦ **Use cross-functional input**
- ✦ **Create performance measures**
- ✦ **Establish the budget**



- ✦ **Select the perfect award**
- ✦ **Train management/supervisors**
- ✦ **Administer the program**
- ✦ **Analyze program success**
- ✦ **Support with communication**

# Is there a good resource?

## Strategic Industry Groups

- ✦ Global Incentive Council
- ✦ IMA Australia
- ✦ IMA Canada Council
- ✦ IMA Europe
- ✦ Incentive Gift Card Council
- ✦ Incentive Manufacturers & Representatives Alliance
- ✦ Incentive Travel Council
- ✦ Performance Improvement Council
- ✦ Recognition Council



# Who can help?

- ✦ Incentive suppliers
- ✦ Recognition suppliers
- ✦ Incentive professionals



# Recognition vs. Incentive

**Recognition** – part of a long-term engagement strategy designed to support organizational culture by acknowledging, reinforcing and rewarding the business behaviors that lead to success

**Incentive** – targeted program created to inspire achievement on specific initiatives by rewarding performance that leads to targeted results

This presentation was produced by the **Recognition Council**, a strategic industry group that educates and promotes the benefits of recognition and rewards to the worldwide business community. More information is available at [www.recognitioncouncil.org](http://www.recognitioncouncil.org).

Many of the definitions and descriptions presented are available from the **Incentive Marketing Association** ([www.incentivemarketing.org](http://www.incentivemarketing.org)), the leading voice of suppliers in the incentive marketplace. IMA provides education and information services, publications, conferences and seminars, and research to businesses to help them effectively use incentive programs to motivate employees and customers.