Recognition Is Essential, Now More Than Ever

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VP Recognition at CSI STARS. It's all about people. I have the best job in the world encouraging people to recognize others - more often.

I originally planned to write an article on Employee Appreciation Day, held on the first Friday in March. A day dedicated to people who spend most of their waking hours providing for their families and providing valuable services to our organizations.

In less than two weeks, as COVID-19 began to spread, this notion took on a whole new meaning.
In short order, North Americans are recognizing how important many workers are to the health of our society and economy. It's not only our health care workers, police officers and pharmacists, but also our cashiers, delivery drivers, warehouse workers and cleaners. Jobs we may not have considered essential are suddenly critical to our daily living.

These amazing people are stepping up. They likely have the same fears we do, but they still get up each day and return to work so that we have access to what we need. They deserve our recognition more than ever to stay mentally strong, to keep our supply chains going and to care for our sick.

**Recognition Is Essential During A Crisis**

We no longer need to convince leaders of the positive impact employee recognition has on anxiety, performance and morale. Leaders get it. They've seen the studies proving recognition from managers (or lack thereof) impacts performance and workplace culture.

The challenge for many organizations is training managers on how and how often to recognize.

Adrian Gostick and Chester Elton, authors of *Leading with Gratitude*, found that there's often a perception gap, with "67% of managers thinking they are above average in offering praise and recognition to their employees but only 23% of their workers agreeing."

Why the disconnect? All too often managers mean well but don't prioritize, lack self-awareness or simply don't have the skills to give specific and meaningful recognition. This is a problem because most employees rate individual recognition from their manager as the No. 1 motivator for staying with (or leaving) a company.

Recognition is a soft skill that's hard for some folks — kind of like my relationship with math. Thankfully, I have a calculator and colleagues who check my budgets. Leaders need to enable their managers with recognition tools and training. They need to identify the recognition scrooges and get everyone fired up to protect (or create) a workplace culture where employees feel safe and valued. Every day.

Here are three recognition best practices to help your managers recognize their frontline people and remote teams.

**1. Ask Your CEO And Managers To Thank Three Individuals Every Day**

During a crisis, like COVID-19, you undoubtedly have employees working really hard for your organization from home, the office or the front line, while worrying about family members and their own health. Thank them. Make sure they know how much you appreciate their contributions. The most effective recognition, according to Gallup, is authentic and individualized to each employee.
At CSI STARS, we recommend managers get in the habit of taking 10 minutes at the end of every day to recognize a team member. Why at the end of the day? Well, this small act of recognition is what will stick with them as they leave work, reinforces their purpose and gives a little boost for the next day.

2. Make It Peer-To-Peer (P2P)

A strong culture takes a community. Managers and peers need to be engaged and participate. In fact, ongoing peer feedback has been proven to have a positive impact on an organization. Because of this, peer-to-peer platforms, like the one my company offers, have evolved as an easy and inclusive way for companies to encourage small acts of recognition by many, with a multiplier effect prompting more employees to recognize others.

Whether you're using a platform built for peer feedback or not, encourage your employees to participate in your recognition and feedback efforts to cultivate a supportive culture. A great example of how to do this is by Toshiba International Corporation, a client of ours. The company's "Turn it On Toshiba" peer-to-peer recognition site showcases the great work employees do every day and rewards employees for behaviors aligned with the company's core values.

A couple of simple ways to incorporate peer-to-peer recognition include using spot cards for employee-generated compliments, then posting these on a "shout-out board," or hanging posters with words of thanks that can be torn and given to peers to keep each other going.

3. Communicate Regularly

The need for concise, caring and consistent communications is critical in a crisis. We've all been receiving emails from clients, suppliers and retailers. The companies with messages of empathy and concern for frontline staff are the companies you will remember and want to support now and when this pandemic is over.

A resort and casino we work with is paying all of its team members for the next 30 days, including tip compliance for those it applies to. And a grocery chain is adding an extra $50 each week and $2 extra per hour to its staff's wages. This type of leadership and communication will build loyalty with employees, your clients and your community.

For companies with remote workers, just because they aren't in the office doesn't mean they aren't hearing the "buzz." You can reduce stress by recognizing the great things your teams are doing across the organization — in regular employee and client emails, when you start calls and meetings, etc. It's amazing how words of thanks and acts of kindness can help the human spirit and calm the nerves.
Your recognition efforts don't have to be perfect. As long as you are authentic and inclusive, employees will appreciate that you're trying. Recognizing others shows a human side that reminds us that we're all in this together.

*Work the way you want to—not the way your software makes you.*

There's a profound shift taking place in the way people work. A shift away from the infuriatingly rigid business processes of the past—processes designed not with people, but with software capabilities in mind. And it's about time, right?

Because transformation isn't just about doing the same old thing just a little bit better. It's about rethinking the way work is done altogether. It's about letting people work the way they want to, not how their software dictates they have to.

![Image](image-url)

Life is better when you can work the way you want.

*Getty*

The good news is that AI-enabled digital workflows have finally changed the game. Here are three new capabilities, available in the new [ServiceNow Now Platform Orlando release](https://www.servicenow.com), that will help your entire organization work smarter, faster, and happier than ever.

## #1: Better insights = better experiences
You can’t fix what you can’t see. The good news is that AI enables better decisions across the enterprise. Some examples include:

- Helping businesses optimize the cost of cloud assets through intelligent recommendations
- The ability for customer service to assign work to the best agent for the job using intelligent context to improve satisfaction
- Security and IT team being able to minimize risk by quickly identifying vulnerable software and devices

#2: Intelligence on the go

Stellar mobile employee experiences are the key to sparking productivity and keeping people happy. Here are a few mobile enhancements coming soon to a device near you:

- IT issues solved on the go through native mobile experiences on any device
- Branded mobile pre-boarding, new hire, and employee experiences—with baked-in analytics so HR can get visibility into how the app is being used
- Targeted mobile campaigns that send employees relevant, timely information based on location, department, and job type

#3: Taking the pain out of change

This one is for the developers out there. As of today, the Now Platform is offering automated change management for DevOps pipelines.

Now developers can get insights delivered piping hot, while automating those pesky, manual change approval processes. This will allow developers to release off-platform features quickly and securely, without getting bogged down by time-consuming change approvals.