

Engaging and Recognizing Employees During the COVID-19 Pandemic and Beyond





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- ① Planning Beyond COVID-19
- ② Learning Measurement
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If you would like to join a
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success@brandonhall.com

How To Ask Questions



- Submit your *questions* or *comments* about the discussion to our presenters using the **Questions** tab on your control panel.
- Presentation *slides* and *giveaways* can be found in the **Handouts** tab on your control panel.

Recording and Slides will also be sent out after the webinar.



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Achievers


Engaging and Recognizing Employees During the COVID-19 Pandemic and Beyond



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Principal HCM Analyst
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*Employee Engagement Evangelist
Achievers*

A street scene with tram tracks, cars, and a person in a raincoat. The street is wet, suggesting recent rain. A person in a black raincoat and a white face mask is in the foreground, looking towards the camera. In the background, there are several cars, including a red taxi and a dark sedan. The street has tram tracks running down the center. Buildings and trees line the street. A sign for 'PARK' is visible on the right side of the street.

Nearly 9 out of 10 Americans have been effected by the novel coronavirus







Leaders need to focus on
controlling the **controllables**

Agenda

- ❑ **Reality #1:** HR Will Have to Do Less with Less
- ❑ **Reality #2:** Remote work is the, “new normal” and it’s vital to **cultivate employee experiences** that lead to **high performance**
- ❑ **Reality #3:** During times of high stress, employees have a heightened need to provide feedback and feel heard
- ❑ Key Take-Aways + Q & A





Reality 1: We're in the age of disruption. HR will have to do **less with less.**

Employee Engagement is the most reliable predictor of *bottom-line success*





What is Employee Engagement?

Engagement is an outcome driven by the quality of employee experiences

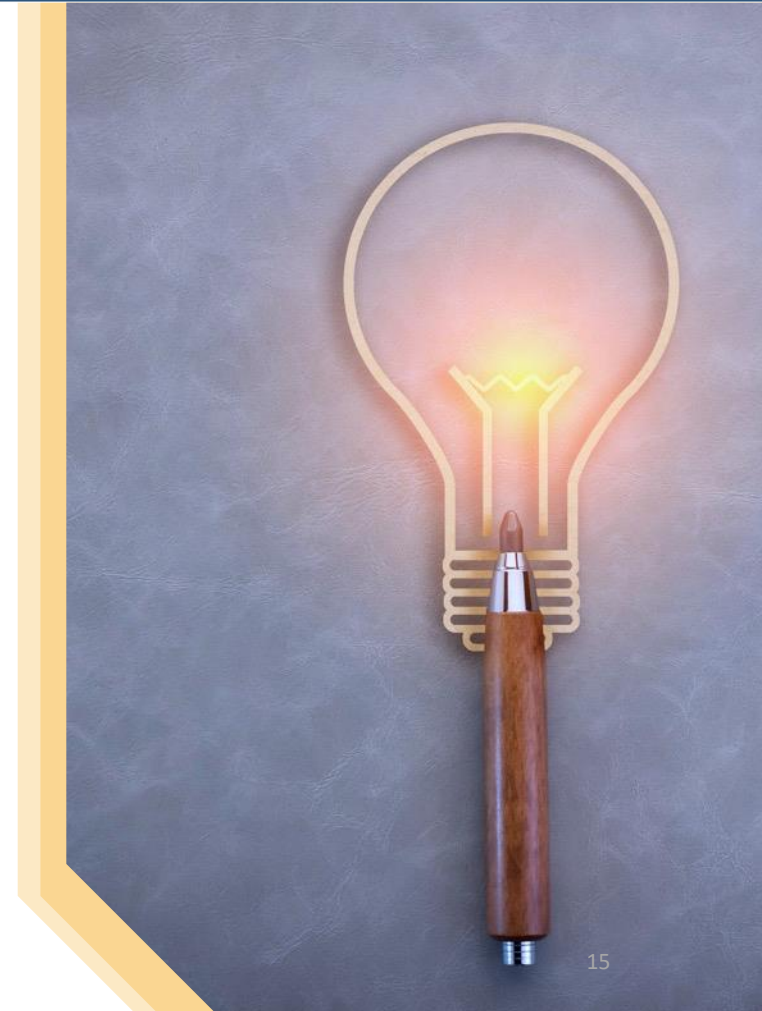
2020 Brandon Hall Group Employee Engagement Study



Polling Question No. 1

How do you rate the overall engagement of your organization's workforce?

- A. Poorly engaged (or actively disengaged)
- B. Somewhat engaged
- C. Moderately engaged
- D. Highly engaged
- E. Not sure given the current pandemic





The Problem:

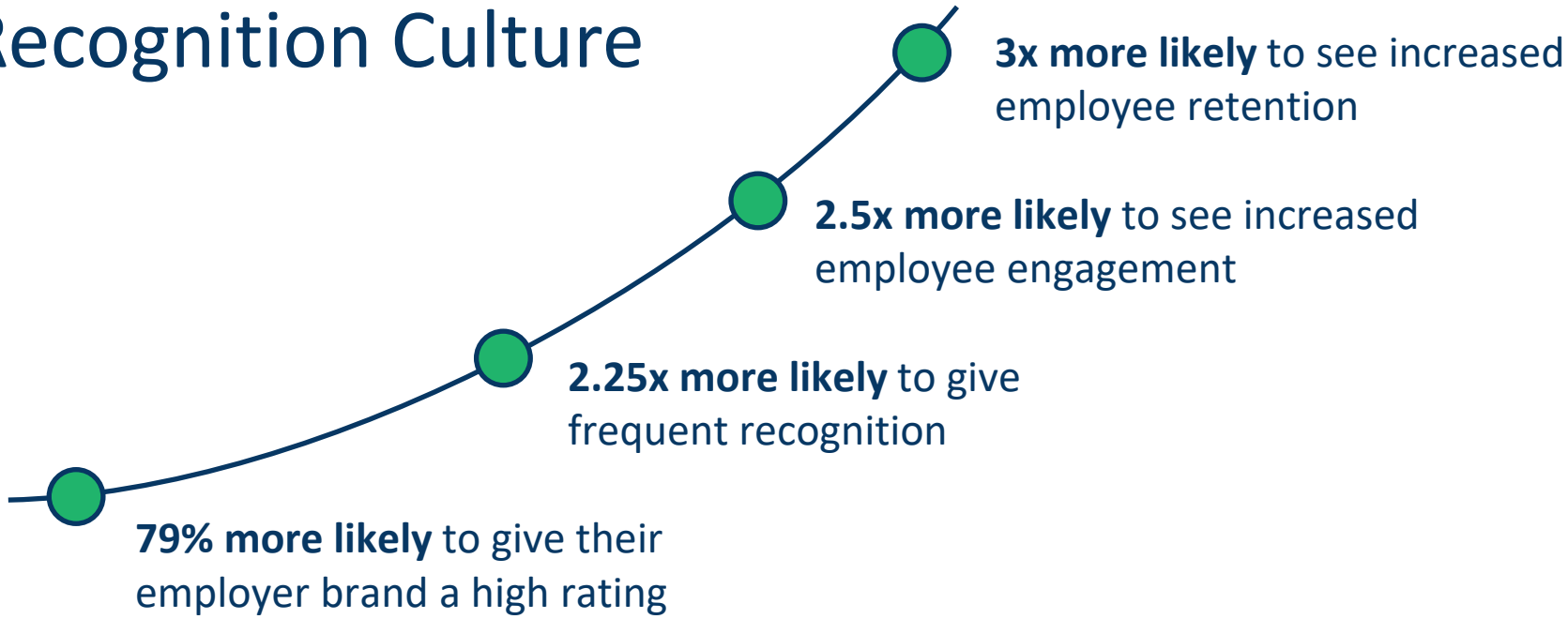


15% of employers say their workforce is highly engaged

2020 Brandon Hall Group Employee Engagement Study



Impact of a Strong Recognition Culture

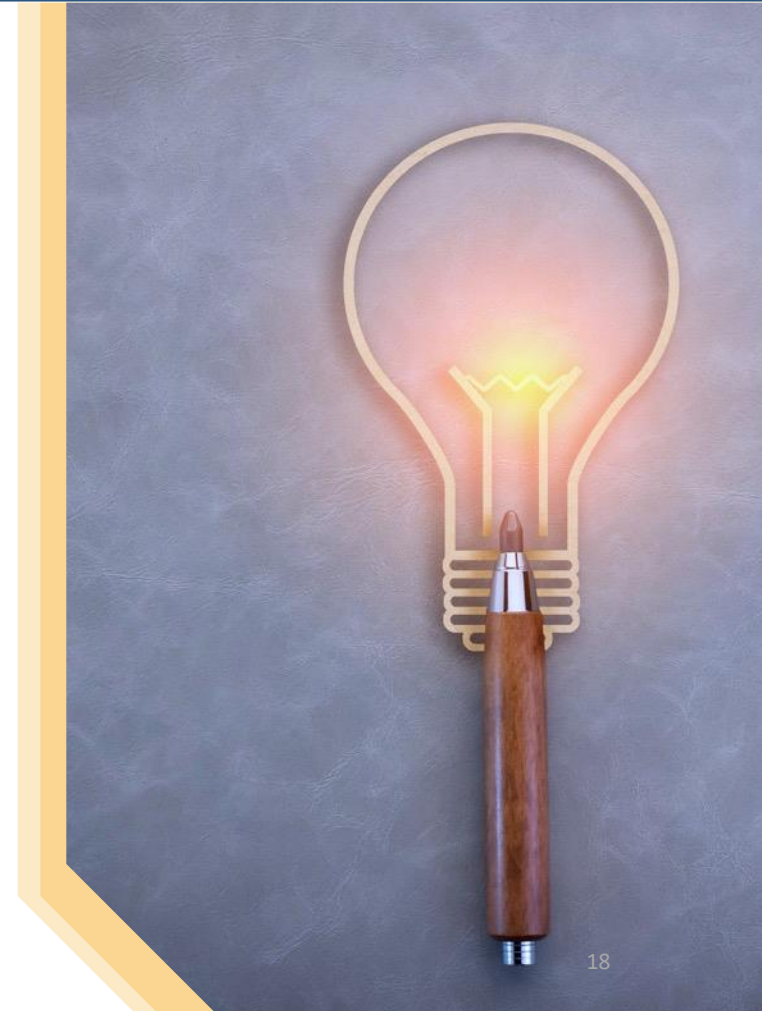


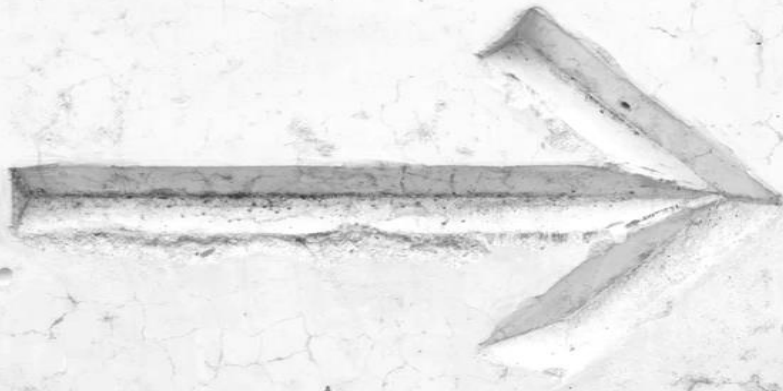


Polling Question No. 2

How do you rate your organization's culture of recognition?

- A. Poor/non-existent
- B. Developing
- C. Good
- D. Excellent





90%
of companies have some
kind of recognition

World at Work: Trends in Recognition



82% of employees wish they received more recognition



Achievers 2020 Engagement and Retention Report

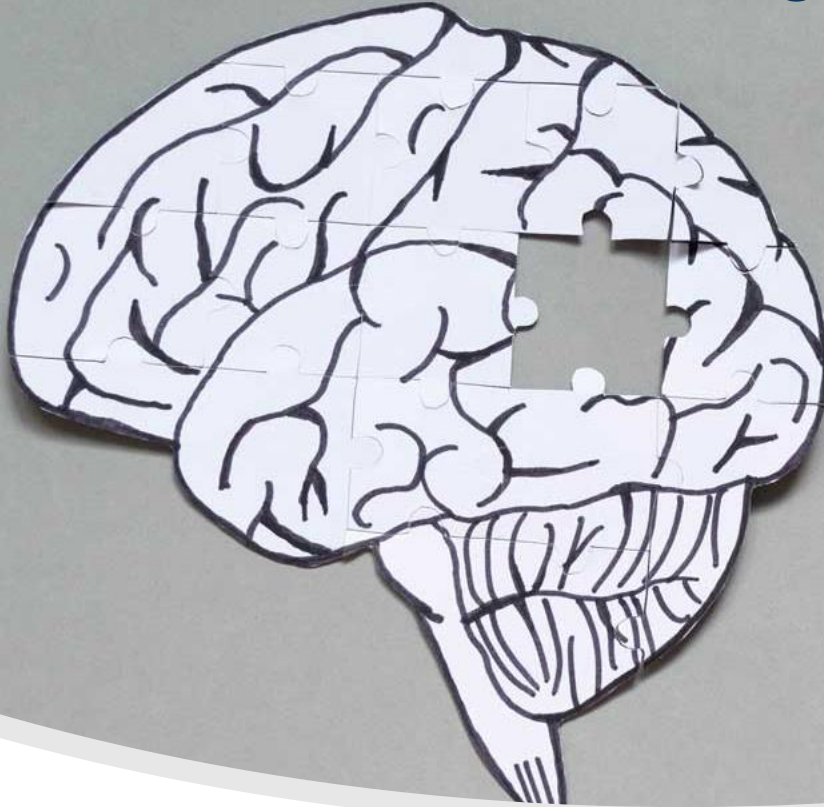
Not All Recognition is Created Equal!





Recognition **DOES NOT WORK** if it's not **REGULAR**

All the wonderful benefits of recognition are *very short lived*.





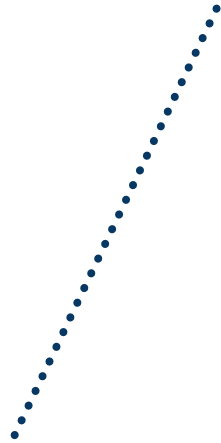
Importance of Frequent Recognition

41%

More likely to see increased
employee retention

34%

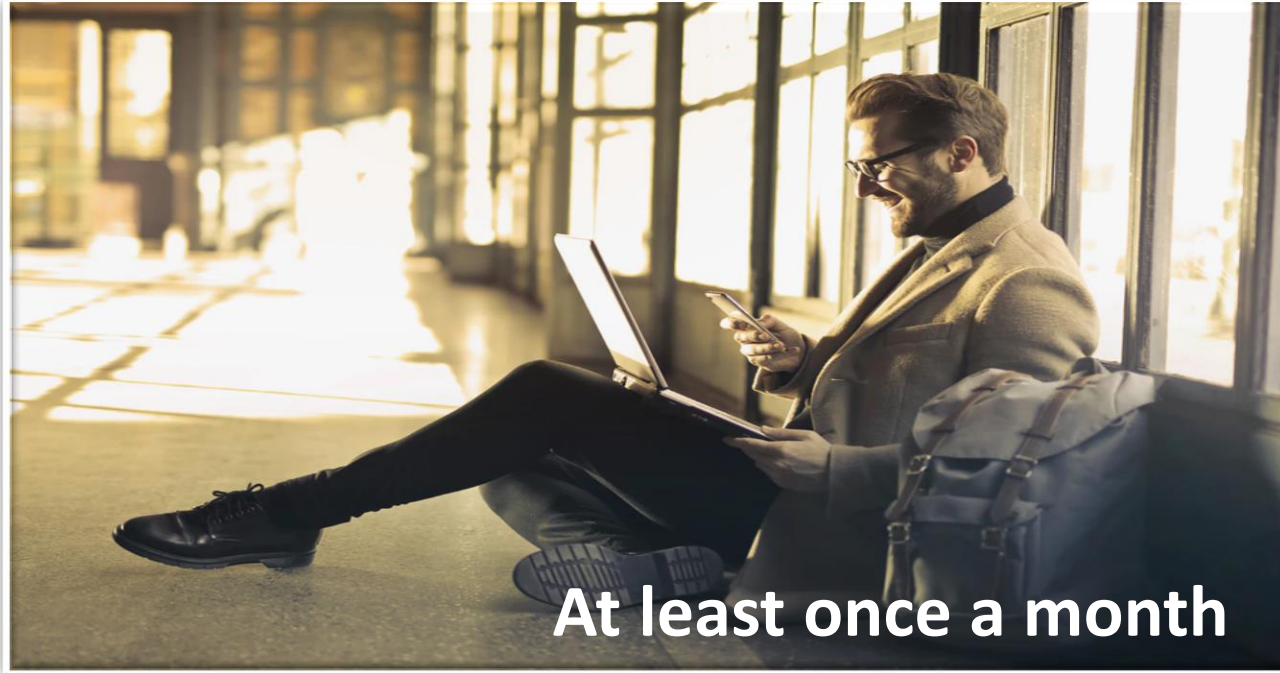
More likely to see
increased engagement



Since the pandemic, recognition has increased **48%**
across Achievers customer base



How frequent should recognition be?



2020 Brandon Hall Group Culture of Recognition Survey

How frequent should recognition be?

Let's first define the
different categories
of recognition





Recognition 1.0



- Annual
- Service Anniversaries
- Hierarchical

Recognition 2.0



- Quarterly
- Top Down Approvals
- **Low Recognition Count**
- Rewards Centric

Recognition 3.0



Focus on Frequent

Peer-to-peer

Non-Monetary recognition

3 Categories of Recognition



To achieve frequent recognition it's necessary to *decouple “Rewards” from “Recognition”*

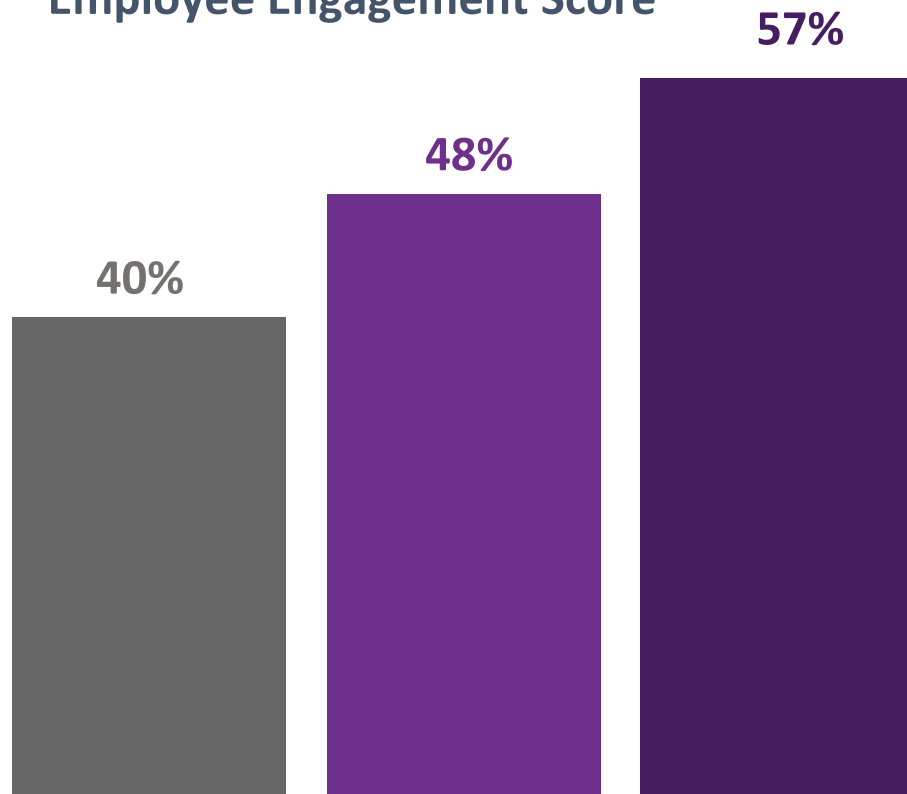


Source: Achievers Workforce Institute:
A Case For Recognition



1 Social Recognition / month increased engagement **43%**

Employee Engagement Score



Number of recognitions annually

0

6

12



Recognition must be inclusive and democratized





Recognition Practices



2020 Brandon Hall Group Culture of Recognition Survey




The Power of Technology

R&R technology users are **72% more likely** to rate their culture of recognition highly than non-users



2020 Brandon Hall Group Culture of Recognition Survey

A blurred background image of a modern office with large windows overlooking a city. In the foreground, several people are gathered around a table, looking at documents and a laptop. The scene is brightly lit, suggesting a professional and collaborative environment.

Organizations *without* R&R technology
are **160% more likely** to recognize
employees just **twice a year or less**.



Reality 2: Virtual work environments will become the, “new normal” and leaders need to re-examine the **employee experience** and how to *drive productivity*

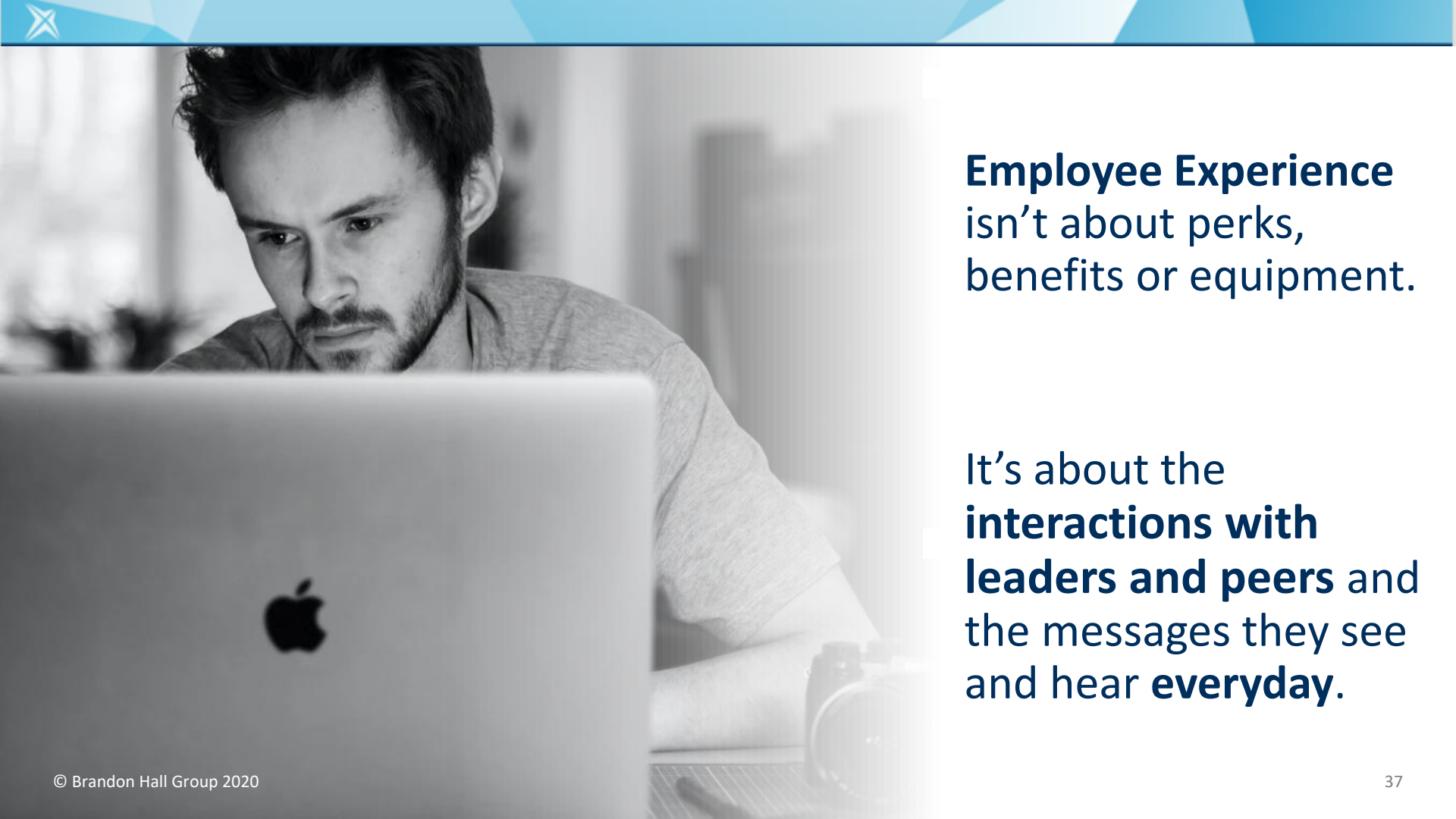




1st Phase: Safety and Health

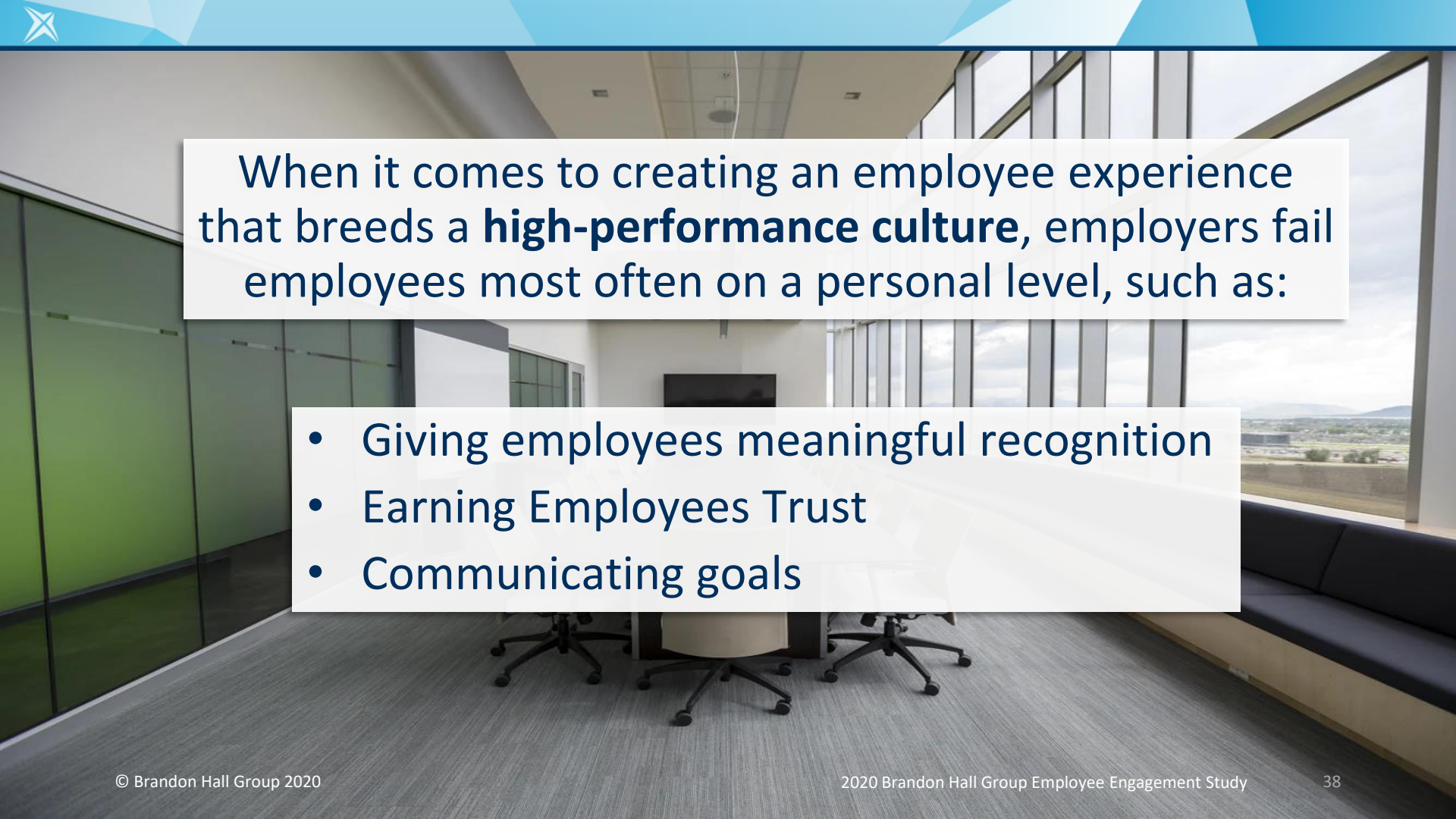
2nd Phase: Higher-Level Emotional Needs






Employee Experience
isn't about perks,
benefits or equipment.

It's about the
interactions with
leaders and peers and
the messages they see
and hear **everyday.**

A modern office interior with large windows, a conference table, and office chairs. The text is overlaid on a white background.

When it comes to creating an employee experience that breeds a **high-performance culture**, employers fail employees most often on a personal level, such as:

- Giving employees meaningful recognition
- Earning Employees Trust
- Communicating goals

A hand in a light blue suit sleeve is holding a transparent rectangular card. The card contains text about influencing the employee experience.

One of the most powerful ways to influence the employee experience is enabling **transparent, timely and meaningful recognition**

Transparent Recognition

Leads to:

- Amplifying wins
- Inclusion and belonging
- Breaking down barriers
- Empowering managers to be strength-based coaches





To have **maximum** impact,
Recognition must be:

Transparent

Specific and
Values-based





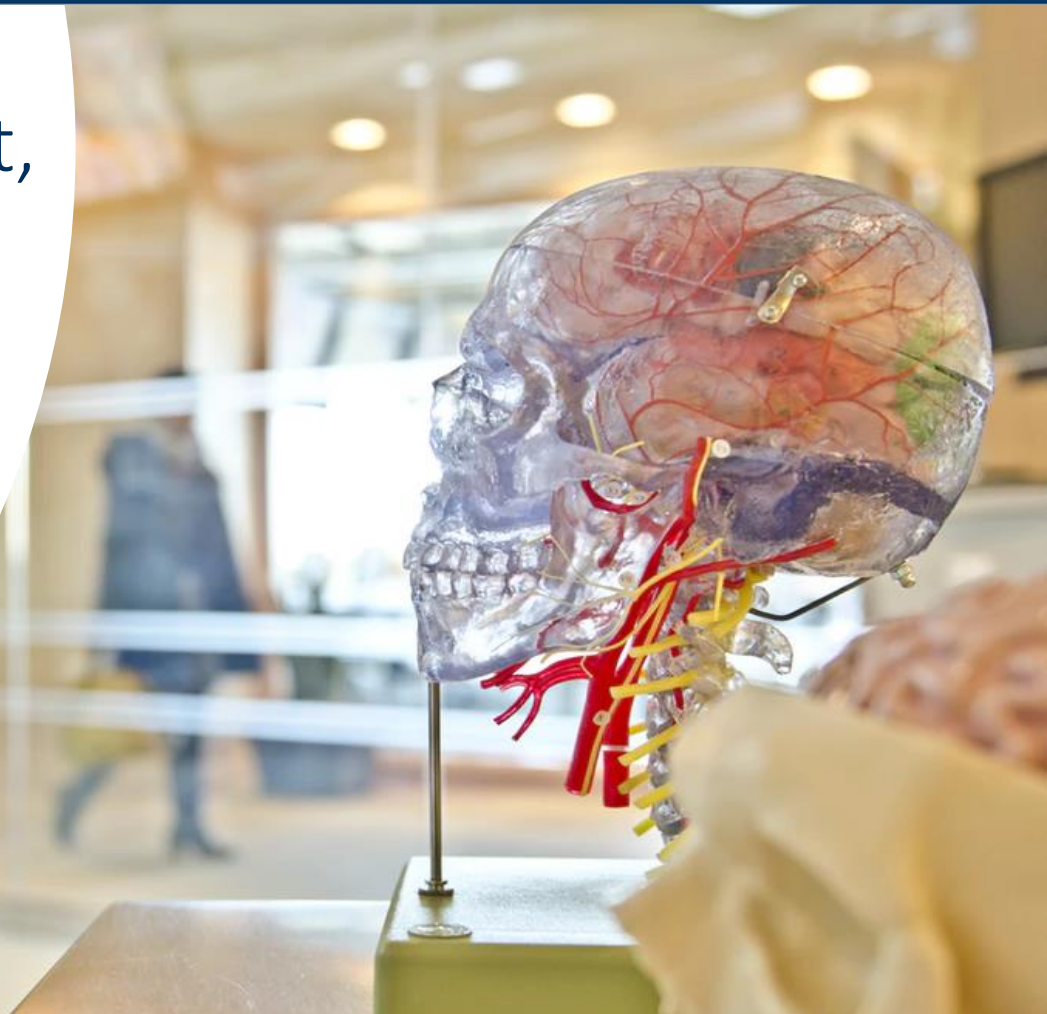
To have **maximum** impact,
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Specific

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Timely





Recognition Practices



2019 Brandon Hall Group Rewards & Recognition Study



To have maximum impact,
Recognition must be:

Transparent
Specific
Values-based
Timely





Recognized for "It's the People"

Erin Plank

Erin, you are truly such a talented writer and copy editor and an even better friend / coworker. Even though you were slammed with client demos and training new hires this week, you still took the time to carefully quality control my World at Work Article. Your additions were brilliant and your eye for detail is unmatched. You are so smart, funny and wonderful. We are so lucky to have you in the family.



Boosted by:

Karen Knox, Jeff Cates, Dave Sinyi and Johann Smit



Boost

Like

• Comment

Johann Smit and Dave Sinyi like this



[Karen Knox](#) Love everything about this - Erin, you are a superstar and such an amazing partner in everything you do!!! XO

February 21, 2020 12:04 PM



[Jeff Cates](#) So great to see this recognition Erin. It's been great to see our sales team giving feedback on where we can help them grow the company. It takes people like you thought to translate that to action! Thanks for the impact you are having!

February 21, 2020 12:48 PM



[Johann Smit](#) What would we do without you Erin?? Hopefully we never have to find out.

February 21, 2020 1:59 PM



For maximum impact,
Recognitions need to be

Transparent
Specific
Values-Based
Timely

One Team

Monday 10:16 AM



Recognized for "One Team"

In times of crisis, we can see the true impact of our purpose which is to serve our communities. On behalf of myself, the senior leadership team and our entire family, we thank you for all you're doing to help our customers. On Sunday, I joined the White House for a briefing on the role food retailers are playing in this crisis. Please know your efforts have been recognized by our administration for the important work you are doing to serve our communities. Thank you.



From: Jeff Cates
Monday 10:16 AM



SAY THANKS!

Help your network feel connected and seen—
Show recognition with all new Appreciation Cards.

SEND A CARD NOW!

The advertisement features a dark blue background with abstract, wavy patterns. Several appreciation cards are shown at various angles. One prominent card has the heading "PURSUING DREAMS" and the text "Committed to something bigger than you." Below the text is an illustration of a person in a purple shirt and green pants running while carrying a yellow backpack. Other cards in the background show illustrations of a person on a bicycle, a person holding a large green leaf, and a person climbing a ladder.

achievers.com/appreciate



Reality 1: HR will have to do less with less. ***Engaging employees** through frequent, inclusive recognition is key.

Reality 2: Virtual work environments will become the, “new normal” and leaders need to re-examine the **employee experience** and how they *drive productivity*





Reality 1: HR will have to do less with less. ***Engaging employees** through frequent, inclusive recognition is key.

Reality 2: Virtual work environments will become the, “new normal” and leaders need to re-examine the employee experience and how they drive productivity

Reality 3: Employees have a heightened need to feel seen and heard



Most Important Actions to Impact Employee Engagement in the next 1-2 years

- Listen to employee feedback and take action more often
- Enable teamwork and collaboration
- Create an environment of trust



Continuous Listening:

Promotes trust and psychological safety

Empowers frontline managers and leaders to be proactive instead of reactive





Employee Listening isn't enough, you need to take

ACTION!











Family Yappy Hour!





Key Take-Aways

Reality 1: HR will have to do less with less.

- Focus on employee engagement through frequent, inclusive peer recognition

Reality 2: Virtual work environments are the, “new normal” and it’s critical to cultivate employee experiences that lead to high performance

- Meaningful, specific recognition that’s public is critical to promote inclusion, bolster morale and reenergize employees

Reality 3: During times of high stress, employees have a heightened need to feel seen and heard

- Continuously listening to employees and acting on feedback is critical



Questions?

THANK YOU
for joining us!



Brie Harvey

*Employee Engagement Evangelist
Achievers*



Claude Werder

*Vice President &
Principal HCM Analyst
Brandon Hall Group*

www.Achievers.com