

# Now is the Time to Recognize

Don't wait to appreciate and motivate your employees



## Take Your Best Employees with You on the Road to Recovery

In today's uncertain economy, keeping a company afloat is the first and foremost challenge that is being met head on by administration and executives of businesses. A very important element to the business practice has been neglected, and that is the area of employee appreciation and growth. Creating a positive work environment where employees love to work and try to thrive is no easy task, especially during and following a recession. Appreciating and engaging employees should not be disregarded during this time because it can have even bigger implications on the future of your company than a down sales year. A recent study by the American Psychological Association in January and February of 2011 showed some alarming statistics about the psyche of the American worker during this downturn in the economy. The Association surveyed 1,546 employed American adults between the end of January and beginning of February.

TO VIEW THE STUDY IN IT'S ENTIRETY VISIT THE AMERICAN PSYCHOLOGICAL ASSOCIATION'S WEBSITE AT:

<http://www.apa.org/>

32% of employees said they intend to seek work elsewhere in the next year.



**43% of those surveyed said they receive adequate non-monetary rewards and recognition for their contributions at work, and 52 % said they feel valued on the job.**

People are going to do just as much work as THEY feel they are compensated to do in order to keep their jobs. If they do not feel like their work is valued and appreciated, they will not be happy or enjoy working for their employer no matter how much they are being paid. Sticking with a job for 30 years has become a thing of the past. What will mean as much or more as benefits or appropriate base compensation when deciding their future at a job?

Recognition. Maybe members of your business feels like giving people kudos for work they should already be doing may be pandering, but in workplace psychology it's necessary for retention. No one has ever said they received TOO MUCH appreciation. Even the smallest note of "thanks" or "way to go!" can be enough for some. Others may want to be rewarded with a gift for excelling or for the time they have spent with the company. It's important to incorporate many types of recognition to appeal to different personalities. The more appreciation they receive, the more behaviors and achievements will be re-enforced and the desire to repeat those behaviors will continue.

Consider this statistic. One-third of your current employees may have the intention of seeking employment elsewhere within the next year. Is that something your business can handle? Employees are the center of your business. They are the ones who have most of the contact with your clients and customers, and to keep your employees happy is a great step in the direction of keeping your business partners happy. With expectations of the economy bouncing back soon, the last thing an organization needs is for their employees to leave the company at the first sign of a bounce in the economy because they have been overstressed and undervalued during these tough times.

The employees that do the best work for you should receive the most praise so they will not want to leave, even when an opportunity to do so may arise. When the economy revives make sure you will be able to keep those employees around that have done a great job. Show them how important they are to you now by recognizing their achievements! By taking these steps you will achieve the loyalty of those employees that have stuck around this long, and you may be surprised how far a little recognition can go.



## 57% reported being satisfied with their employer's work-life practices

People need to understand why things run as they do. When people know the rhyme and reason to the reports they have to run, or the calls they must make, it's easier to understand why these mundane or consuming tasks must be done. People also need to enjoy what they do or at least where they work. Oftentimes, the sense of a community and being an important part of an organization is lost in the daily tasks because employers and employees don't jive. This can be changed with one word.

Engagement. Engage your employees by showing them how their actions and achievements affect the bottom line. It is imperative that employees know the company goals and missions and that they are able to tie in their every day tasks and projects with the company's and their own personal advancement. By understanding the workplace's practices and why everything goes together, this clarity can motivate people to achieve more than they are expected to or believe they are capable of to be a part of something bigger than themselves. If you can engage your employees you can raise their respect and appreciation for workplace practices.

## 66% reported being motivated to do their best at work.

When trying to uphold and better your business, you want your employees to be doing their best work. When they are doing their best work, you are getting the best results, which mean great productivity and advancement for your company. All of these factors hopefully mean, revenue and profit growth as well. However, 34% of employees admitted to not being motivated to do their best at work. If a third of your workforce is not working to his or her highest potential, that means you are losing a third of your potential productivity. How can you avoid this this?

Incentives. Incentives are added motivation that can entice workers to increase sales, productivity, caution, wellness, punctuality, and anything that you want them to

improve upon. People perceive incentives differently so it is important to vary the incentive to appeal to different types of demographics in your workplace. Maybe it's that you order lunch out for the team with the highest sales; perhaps a television for anyone that surpasses the mark of 10% above their monthly sales goal. If you have exceptional goals for your employees, it's important to entice them to achieve these goals with exceptional rewards. Humans tend to be competitive by nature and want to win whether they are competing against themselves or against others. Very few people find intrinsic motivation to exceed their base effort without extrinsic rewards or that sense of competition.



## MOVE YOUR BUSINESS FORWARD WITH YOUR BEST EMPLOYEES IN MIND

People are motivated by recognition, incentives, and engagement. Bring these three elements together and you will find an increase in productivity and loyalty in your workplace. Don't get behind just because there is a lull in the economy. Tough times are the best times to revamp your employee recognition and incentive programs. Energize your employees about their job and your company by employing recognition and engagement methods into they everyday culture. You will be amazed at the results.

### How We Can Help

If you are afraid that you don't have the budget to make an incentive or recognition program worthwhile for your employees, do not be discouraged. No budget is too small for us to find creative ways to engage and motivate your employees during this time. Start your recognition programs NOW and ensure a bright future for your company coming out of the recession. Give us a call and we can talk strategy, ideas, and methods to boost morale around your workplace.

[BukooGifts.com](http://BukooGifts.com)

1-866-446-1064

3264 Ruckriegel Parkway

Louisville, KY 40299