



Using Recognition to Inspire Performance
February 16, 2009 – Georgia Tech’s MARC Building
Andrea Gappmayer, The Carrot Culture Group
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Andrea Gappmayer, an engaging and entertaining speaker & trainer for The Carrot Culture Group, presented both a workshop and the chapter’s inaugural 2009 program on the importance of creating a recognition culture - a carrot culture - by leading with a carrot and not a stick.

At the evening meeting, Andrea explained why recognition is so important citing that every major workplace survey in the last 20 years has shown the need for praise and recognition in driving business results.

At the workshop, she explained how to more effectively recognize people and helped participants create a recognition strategy. Andrea cited three fundamentals of effective recognition:

1. **Frequent** – thank frequently, make it consistent and often – Gallup research says that employees want recognition every seven days.
2. **Specific** – tie it to the organization’s core values. This does away with favoritism.
Andrea had us write a thank you card choosing a core value that was important to the business and an employee who demonstrated that core value, and then recognizing and thanking the employee for demonstrating the value.
3. **Timely** – recognize as soon as possible after the demonstrated performance or behavior – if you wait, it loses its impact.

Some of Andreas’s additional nuggets:

- As a rule of thumb, use a ratio of 5 praises to 1 criticism.
- Praise effort (behavior) and reward results (achievement).
- Use a recognition survey – ask people how they like to be recognized. Have one-on-one meetings and ask people their preferences.
- Create a powerful presentation when recognizing. Use the VIP format.
 - V: tie the recognition to the core value and the business
 - I: make the recognition impactful by telling the story – invite others
 - P: make the recognition personal
- Most workers leave their Supervisors and not their organizations. People leave for 5%, so it’s not the money.
- Create informal recognition moments, look for opportunities – be creative.
- Goal setting, Communication, Trust, and Accountability, leadership’s basic four, when combined with the Accelerator of Recognition reduces turnover, and results in better customer service, employee engagement and profitability.