

# College Access & Preparation (CAP) Forum

Intersections: Exploring all avenues to help our students succeed

Motivating, Recognizing, and Rewarding Employees

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# How Important is it to Feel Valued at Work?

66% of employees would leave their job if they didn't feel appreciated or valued. Up from 51% of employees who said this in 2012

76% of millennials (ages 18-34) would leave if they felt unappreciated

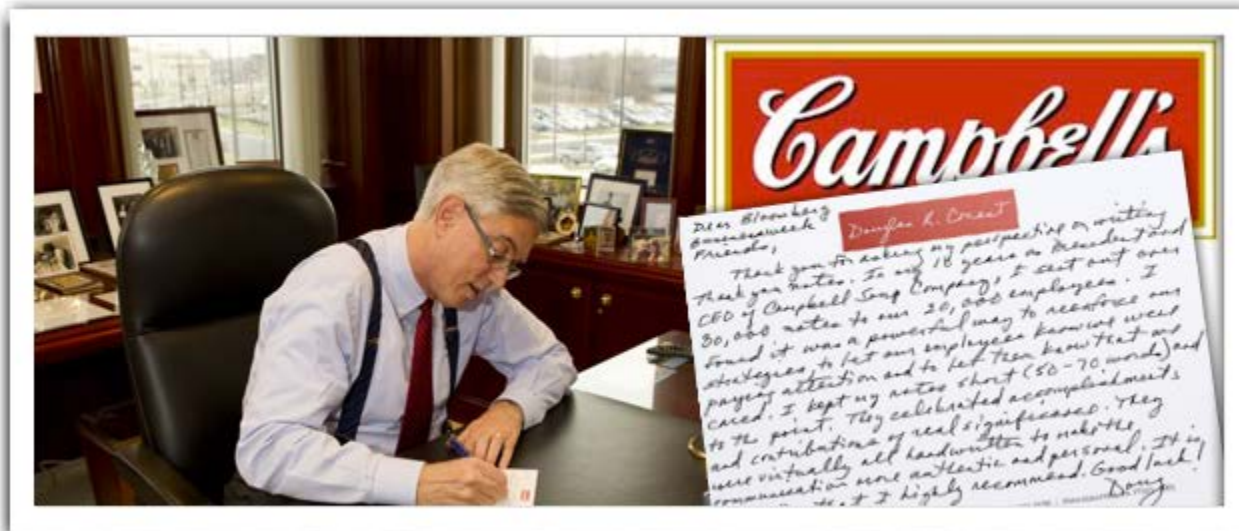
80% of millennials said they were motivated to work harder and stay longer at their jobs longer when they received appreciation

# Motivating, Recognizing & Rewarding Employees



“Train people well enough so they can leave, but treat them well enough so they don’t want to”-Richard Branson, founder of the Virgin Group

# Douglas Conant Changes the Culture at Campbell's Soup



“You can’t expect a company to perform at high levels unless people are personally engaged. And they won’t be personally engaged unless they believe their leader is personally engaged in trying to make their lives better.”

# Benefits of Gratitude at Work

- More positive emotions
- Less Stress
- Fewer health complaints
- Greater sense that goals can be achieved
- Fewer sick days
- Higher satisfaction with our jobs and co-workers

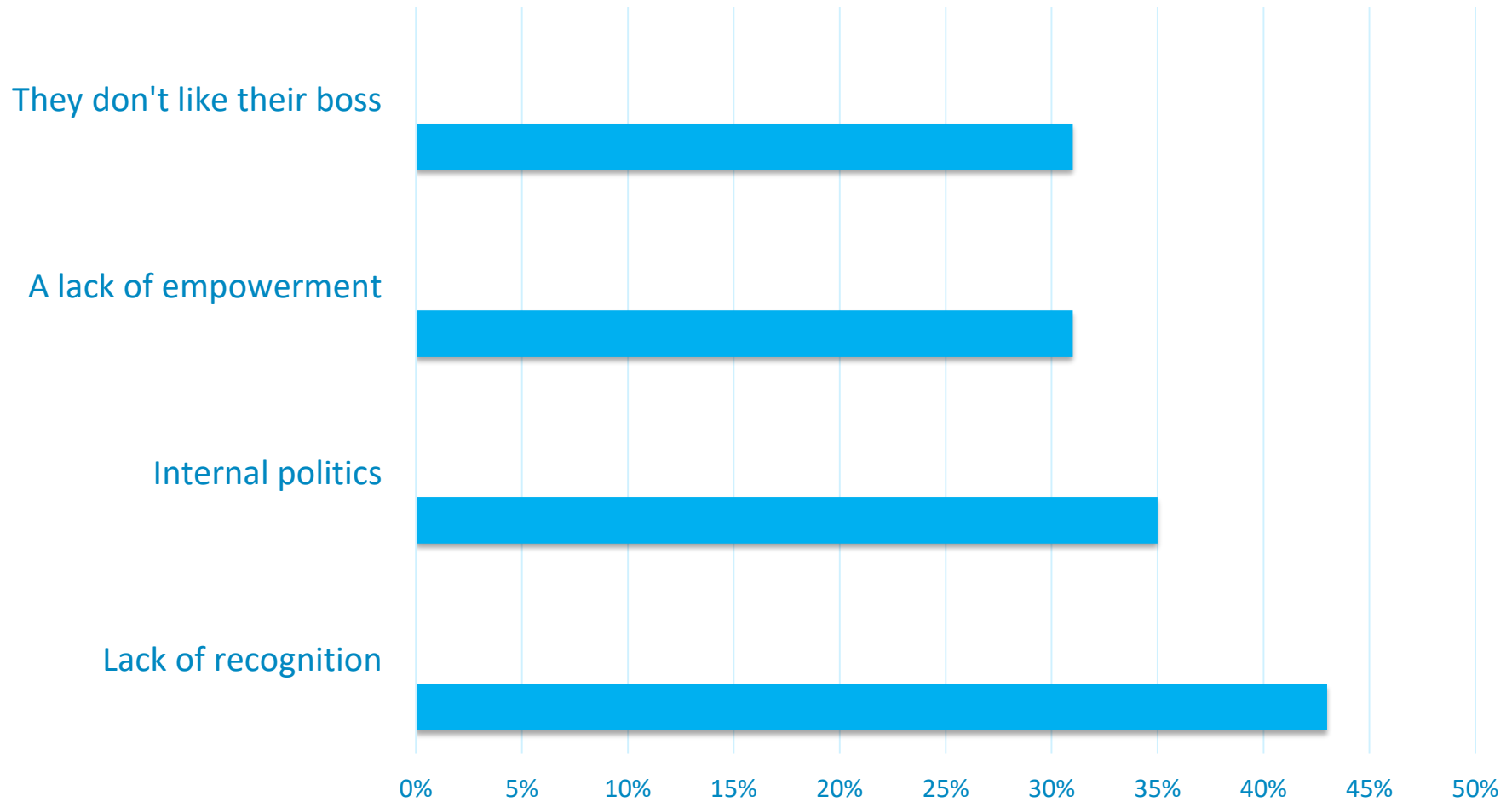


# What is it That Employees Want?

- Feedback and acknowledgement
- Recognition for specific behavior
- How can they do even better
- Greater flexibility at work



# Reasons for Employee Unhappiness in the Workplace



# Gratitude Study on University Fundraisers



- Study reported by Harvard Medical School and conducted by researchers at the Wharton School at the University of Pennsylvania
- University fundraisers separated into two groups
- Director's message of gratitude resulted in 50% more fundraising calls from those who received appreciation



# Appreciation Scrooges Don't Help Employee Engagement

- “Silent Gratitude”=managers who don't verbally acknowledge recognition and fail to communicate praise to their employee.
- Emotionally stingy managers can make all the difference in retaining a highly engaged, high performing employee and losing her/him.



# Recognition and Appreciation...What's the Difference?

- Recognition= Receiving positive feedback based on performance or an actual task
- Recognition incentivizes employees to produce the same types of results or behavior
- Appreciation= More about people and who they are and less about what they accomplished

 **Recognition**



# How Managers Should Recognize Their Employees

## Day-to Day Recognition

- Small words of praise
- Constant motivation

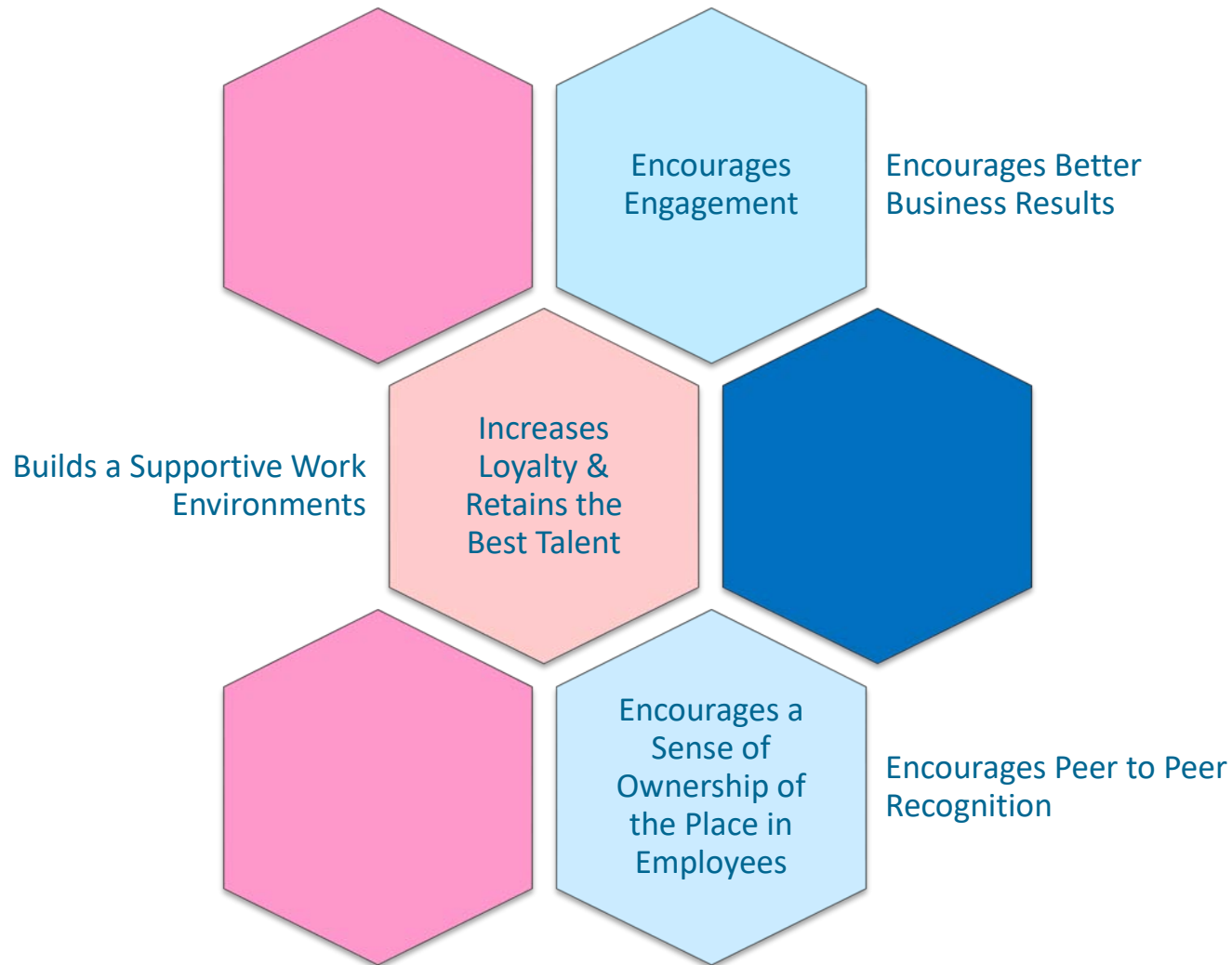
## Informal Recognition

- Gestures of encouragement and appreciation
- High five or word of praise in a team meeting

## Formal Recognition

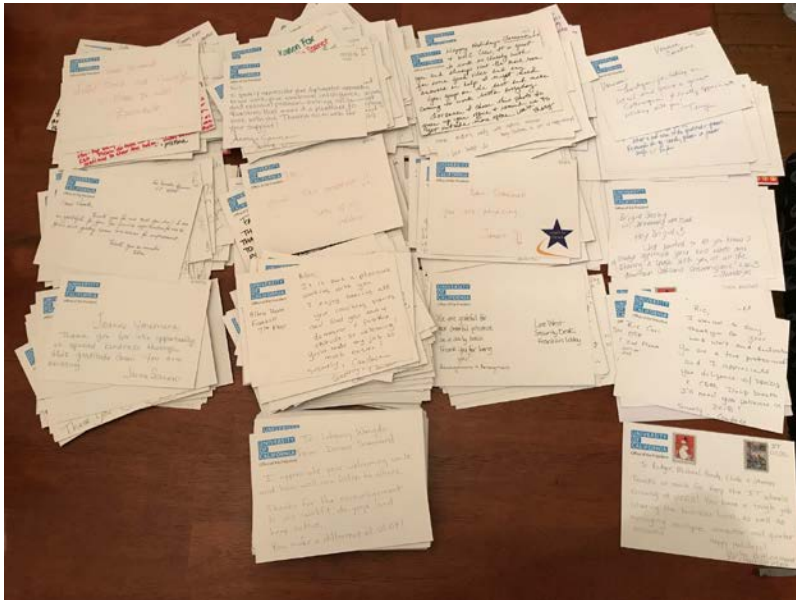
- Rewards for service, contributions, and achievements
- Includes events held for celebrations

# Benefits When Leaders Regularly Recognize and Appreciate Employees



# Examples of Appreciation

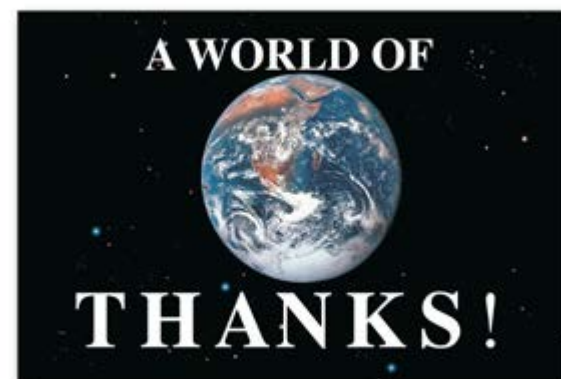
## UCOP GRATITUDE GRAMS



# Examples of Appreciation

## AT&T EMPLOYEE RECOGNITION

At AT&T Universal Card Services in Jacksonville, Florida, paper is the key element for World of Thanks, one of their most popular programs. The program helps create a culture of recognition and higher performance in a simple way: anyone in the company can write a message of thanks to someone else and send it. To make it official, employees use a sheet from a globe-shaped pad of colored paper. In four years, employees at AT&T have written more than 130,000 thank you notes.



# Examples of Appreciation

Hewlett-Packard Golden Banana Award-What started out as an odd recognition turned into the prestigious honor bestowed on an inventive employee

Awards and recognition can be humorous and creative



# Recognition Can Be No-Cost





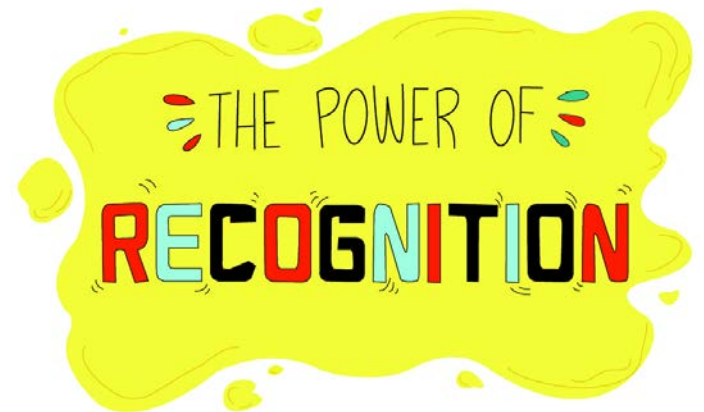
# Rewards and Recognition Programs-Keeping it Alive

- Communicate to all staff rewards and recognition programs and remind constantly until it becomes part of the culture
- Senior leadership needs to actively participate and champion the programs
  - Include them in presentation of awards
  - Send an email of congratulations
  - Photo with staff
  - Signing the certificate



# Let's Review

- Over half of employees want to feel appreciated and valued and would leave their job if they were not experiencing this in their job
- When people are given a figurative or literal pat on the back, they are 43% more productive and effective
- There is a difference between recognition and appreciation. Recognition is based on performance and appreciation is more about the people and who they are
- Three ways to recognize staff:
  - Day-to Day
  - Informal
  - Formal



# Let's Review-Continued

- Benefits of regularly recognizing and appreciating employees:
  - Encourages engagement
  - Better business results
  - Builds a supportive work environment
  - Creates a sense of ownership
  - Peer to peer recognition
- Recognition doesn't have to be expensive or lavish
- Don't let your rewards and recognition programs die

thankful appreciate  
willing morale performance  
recognize value  
morale grateful good  
positive behavior  
stand out above and beyond  
social pleased team  
connected

# Recognizing, Rewarding, and Motivating Employees

“Appreciation can make a day, even change a life. Your willingness to put it into words is all that is necessary”—Margaret Cousins

“People often say that motivation doesn’t last. Well, neither does bathing—that’s why we recommend it daily.”—Zig Ziglar

“Management is nothing more than motivating other people.”  
—Lee Iacocca

**THANK YOU!**