



79% of employees are **unwilling** to go the extra mile to help their companies succeed.

Towers Perrin 2007 Study

“Our recognition program has done more than heightened awareness of our mission and objectives—it has enabled employees to actually personalize their understanding of these imperatives by being engaged, motivated, and eager to share how they bring our brand to life every day on the job. Strategic recognition has helped us to strengthen our talent, culture, and bottom line.”

Brad Knight

President
Retirement Living TV

“The Achieve Brand Integrity program enables employees throughout the organization to better understand that ‘they are’ the brand. This alignment is helping employees deliver the high-quality experiences that lead to tremendous loyalty and more profitable, successful operations.”

Phil Pecora

President and CEO
Genesee Regional Bank

Replicate Your Best Employees With Strategic Recognition

Would you rather have a healthy economy or the ability to replicate the best employees in your company?

When done right, a strategic recognition program provides the framework for setting performance expectations, communicating best practices, and infusing accountability for doing the right things that make your company successful. Typically, recognition programs fail. Not because employees lack the desire to be recognized and appreciated, but because the design, training, and ongoing communication of the program are not in place to ensure success.

In this workshop your team will design a cost-effective, peer-to-peer recognition program that will engage employees and dramatically increase alignment around what it takes to deliver the branded experience and drive business results.

Overview

- Six to twelve leaders/employees
- Pre-workshop: Preview Webinar: *How to use Recognition as a Strategic Tool to Educate, Motivate, and Engage Employees*
- Full-day workshop to design a strategic employee engagement and recognition program that dramatically improves employees' awareness of and commitment to living the brand and accomplishing business goals and objectives

Benefits from this workshop include:

- Increased employee engagement and alignment around the brand and business goals
- Understanding of the common pitfalls that cause most recognition programs to fail
- Best practices for capturing success and sharing them effectively
- Access to training for leaders and employees on how to recognize each other for living the brand and achieving business results
- The ability to replicate your best employees by proactively capturing best practices and making them repeatable practices
- Effective ways to influence revenue-generating and cost-saving behaviors
- Ways to measure ROI of your company's program

