

2024

How will you build organizational engagement and loyalty for the new year and beyond?

With 2023 coming to a close, let's look ahead to 2024 – and assess the best way to motivate positive behavior change and reinforce performance achievement to optimize your high-performing culture! A comprehensive recognition strategy is a powerful way to show and tell employees how much they are valued, reinforce YOUR core values, and reward results. This builds morale and motivation, which in turn, creates a stronger culture boosting employee engagement, retention, and loyalty to your organization.

Here are some key callouts to making 2024 your best year ever.

Recognition is the greatest motivator.

Gerard C. Eakedale **”**



Maximize recognition moments with key events like Employee Appreciation Day, Friday, March 1, 2024.

Building a foundation of recognition through an integrated strategy is key – service milestones, automated, discretionary, and performance-based recognitions are a must-do. Additionally, it's important to keep the momentum and energy alive throughout the year by identifying key, special events of relevance like Employee Appreciation Day. It's the perfect opportunity to acknowledge the many contributions your employees make toward your organization's success and to each other. It's time to step it up! Gratitude is an attitude!



Recognition doesn't need to be monetary.

“You thank them for what they did, you let them know how that was meaningful, and the difference that was made because of their actions.”¹

Make recognition a core engagement strategy and regular pillar of your values.

Think strategy first. Simple plug-and-play technology alone will not drive the business outcomes your organization is looking for like engagement, retention, and performance. Infuse recognition into your team's daily routine. Your culture will thrive. This represents who you are and what you are to your employees. Recognition can work top down, bottom up, and peer-to-peer. The more people get used to giving and receiving, the more your culture can move toward one of cheerful participation where your company fans exponentially grow.

Modernize your recognition strategy.

Recognition, like a simple black dress, will never go out of style. However, sometimes it just might need a refresh. What worked five years ago, (even 18 months ago!) may not be applicable today based on your changing employee demographic landscape. Create a dialogue with your employees or survey your teams to ask what is important to them.

Measure what matters to make your recognition strategy prove its worth.

There are many reasons why measurements matter for a recognition strategy, and we're often surprised when clients don't realize the full potential for putting numbers behind actions. Measures that matter allow you to make informed decisions for continuous improvement. The tangible data you capture is critical to help gain executive support and buy in. And benchmarking against industry best practices and being able to correlate your program results to employee engagement and retention is the tip of the iceberg. Tracking measures allow you to understand where your investment is going and the realized return.

2024 - It's a new year and a new chance to cultivate recognition and appreciation!



¹ <https://weoc.ca/resources/knowledgebase/operations/trust-and-recognition-necessary-to-keeping-employees/>