

Holiday & Year-End Recognition

A strategic move to improve performance outcomes and increase employee engagement.



In the spirit of the season, in the hustle of year end, it's easy to forget who is behind your company's success - your employees! Don't let the holiday season pass by without recognizing each team member.

We get it... things are "busy." However, employee recognition strategies are important – they're part of your business retention strategy – and your business operating strategy. By recognizing your employees for their individual efforts, for their "above and beyond," or for hitting specific performance measures, you are effectively saying to them "you matter." This makes all the difference between retaining an engaged employee versus hanging onto a disgruntled teammate.

We've said it before; gratitude is a universal connector. And gratitude and recognition will always make a difference at the holidays. Truth be told it makes a difference all year round. When recognition is done right, it creates a sense of belonging and validates purpose.



Clients do not come first. Employees come first. If you take care of your employees, they will take care of the clients.

Richard Branson
Founder of The Virgin Group





Here are a few pointers on recognizing your employees during the holidays and at year end.



The end of the year brings a time of reflection for employees.

Employees who feel valued are more likely to stay with the company. Recognizing their efforts during the holidays can contribute to higher retention rates, as it demonstrates that your organization acknowledges and rewards their contributions.

Negativity never wins. Encourage a positive start for 2025.

Acknowledging employees' efforts at the end of the year sets a positive tone for the upcoming year. It can motivate employees to continue performing well and strive for excellence in the new year (*and remember, Employee Appreciation Day is March 7, 2025*).

Extra touchpoints = extra connections.

Best-in-class strategies leverage 8 to 12 recognition touchpoints per colleague annually. The holidays present (no pun intended) the chance to increase and turn up the fidelity of your recognition touchpoints – giving added reason to make deeper connections. Consider a year-end strategy that leverages multiple recognition touchpoints throughout a campaign of gratitude:

- ◆ Institute a “Month of Thanks & Gratitude” focusing on colleague-to-colleague recognition.
- ◆ Encourage team members to share their stories of inspiration.
- ◆ Make it more personal - consider sending a message of gratitude and thanks to an employee’s home.
- ◆ Highlight accomplishments over the past year, but also incorporate messages of optimism for the year ahead.

Upcoming Moments that Matter

- ◆ Season of Thanks
- ◆ The Holiday Season
- ◆ Year End / Happy New Year
- ◆ National Employee Appreciation Day

Employee recognition isn't merely a task; it's an investment in both your people and the success of your organization. Holiday recognition or end-of-the-year recognition planning not only celebrates individual contributions but also drives your company's success. Because when your team thrives, your business does too.