

The Value of Recognition

by Jacqueline Elias

In a competitive job market, it is critical that companies not only focus on attracting talent but retaining and motivating them. In order to achieve this, companies need to focus on both Reward and Recognition.

Does recognition mean rewarding an employee for their efforts by giving them money? It is not! Recognition is **NOT** reward. The common mistake is to use these terms interchangeably and assume that they are achieving the same goal.

RECOGNITION is offering positive feedback based on results or performance. This is acknowledging the employee for their efforts for example through a handwritten note, verbal praise or gift voucher.

REWARD is a tangible gift which represents good performance or achievement. Rewards are impersonal and based on achievement of short term objectives, for example a monetary gift, award or incentive.

Reward and Recognition are meaningful, especially if they're done in a timely and genuine way. However they each serve different needs. Rewards focus on attracting employees, this caters to our rationale needs. Recognition caters to our emotional needs. We all need to feel appreciated and that our work is valued. Are you addressing both the rational and emotional needs of your employees?

As a Manager or Supervisor, do you feel it is important to recognise an employee's efforts? Do you see the value in showing appreciation? Do you believe you should provide feedback on their contribution? Do you think that recognition has an influence on employee morale?

For clarity on how best to approach employee recognition within your organisation, join the **Recognition - Building Employee Morale Workshop** hosted by **Caribbean Catalyst Inc.**



Prior to the 2 and a ½ hour session, participants complete a pre-workshop assessment on the recognition and reward practices existing in their company. This feedback will be shared in the workshop to identify the strengths and gaps in these areas. Managers and Supervisors will understand the importance of recognition in not only motivating, but keeping employees engaged. Utilising best practices from international companies and past participants in the Barbados' Best Employers programme, participants will learn ways in which they can create a culture of recognition within their team and company.

The **Recognition - Building Employee Morale Workshop** also incorporates neuroscience research given that an understanding of how the brain works will assist participants in appreciating how employees need to be engaged differently.

This workshop is open for all who have people leadership/ supervisory roles. Email info@caribbeancatalyst.com for more information on how you can register.