

# Using **social recognition technologies** to drive broader **HR strategies**

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Xexec



**xexec**  
driving engagement

Briefly. What is **Recognition**?

# What is recognition?

“

Recognition is  
the activity we  
engage in to

**acknowledge  
exceptional  
performance**

and to

**encourage  
specific values  
or behaviours.**

”



# What is recognition?

## It cuts across all work place activities...

- Colleague interaction
- Team dynamics
- Manager meetings
- Relationships and hierarchies



# What is recognition?

Recognition is a **communications tool**

Can be a company's most effective **channel for engaging employees**

And so, it can play a part in many, if not all, key HR activities, schemes, programmes and strategies...



# Some key **HR** strategic priorities

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**Some HR strategic priorities are more obviously linked to Recognition:**

A causal relationship (direct):

- Retention
- Engagement

Can also be shaped by recognition strategy (indirect):

- Bonus strategy
- Flexible and voluntary benefits (Total Rewards strategy)

# Other key **HR** strategic priorities

## **Other HR priorities that can be directly tied into Recognition:**

- Core value promotion
- Talent Management
- Performance Management
  
- Age/Demographics Strategy
- Flexible hours policy
  
- Learning & Development
- Health & Wellbeing



# Age and Demographics

## Consider **Millennials**

**64%** would rather make \$40,000 a year at a job they love than \$100,000 a year at a job they think is boring.

**8 out of 10** think they deserve to be recognized more for their work.

**42%** want feedback every week. This is over twice the percentage of every other generation.

**58%** expect employers to provide them with learning opportunities relevant to their job.

**71%** expecting to leave their employer in the next two years are unhappy with how their leadership skills are being developed.

# Also true...

**88%**

want their co-workers to be their friends.

**yet 68%**

would sacrifice a friendship with a colleague if it meant getting a promotion.

**34%**

would quit a job on the spot if their employer asked them to delete their Facebook page.

**yet 30%**

of executives give special attention to the particular wants and needs of millennials.

# Demographic shifts

By 2022, nearly a third of the workforce will be in their 50s, 60s and 70s

For mature work force:

Recognition – one part of a company's 'Age Strategy'

# Homeworking and flexible hours

No. of ppl working from home ↑ by a fifth in the last 10 years.

The majority of home-workers are men; but the biggest growth has been amongst women (↑ 35%).

Homeworkers and partial homeworkers are more likely to work in excess of their contracted hours.

- Homeworkers are not visible. Extra effort to make them a part of the team, or to join Team Recognition 'moments'?
- Homeworkers often express greater existing levels of job satisfaction.
- Homeworking and flexible hours are appreciated. So can become the award itself.

# Supporting your **Demographic** strategy

Use of different award schemes, media, and reward choices for different age groups and working practices:

## **For some:**

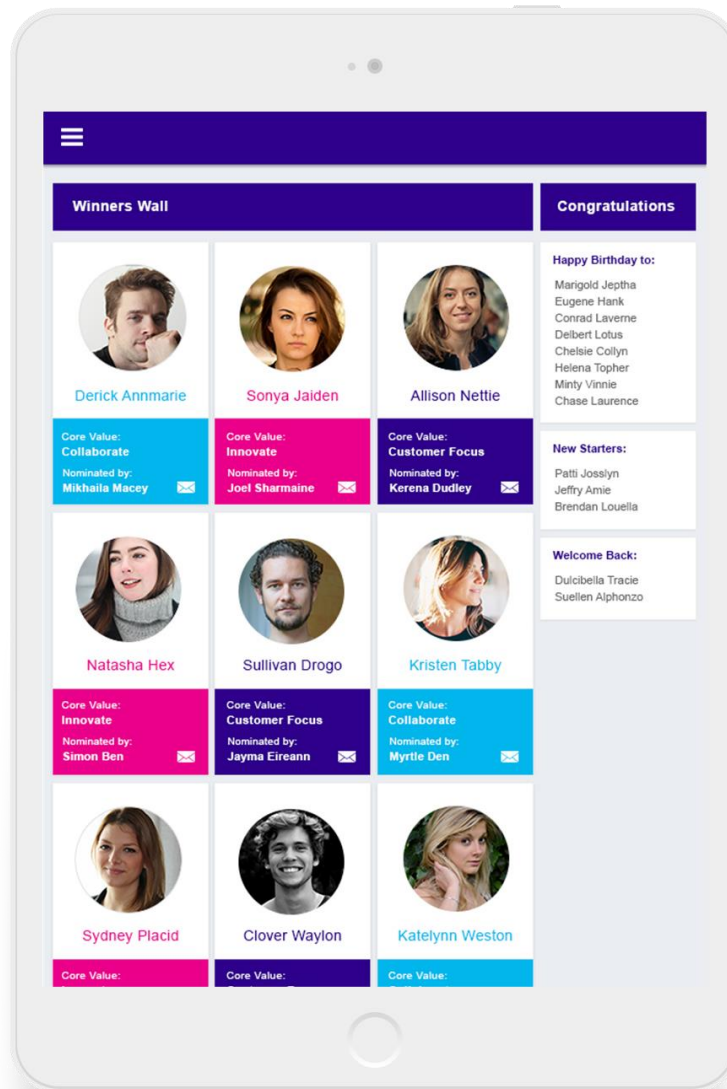
- Inventive, fun, instant, mobile
- Celebrating via chat and social media
- Awards - ticking off items on the 'Bucket-list'

## **For others**

- Meaningful awards
- Family time
- Life-work balance
- Flexible hours as rewards

# What is **Social** Recognition?

# Celebrating success




# Data feeds to multiple channels


## WELCOME TO A WORLD OF BENEFITS

Everything from retail offers to Cycle-to-Work Scheme, all in one place!

### Cycle To Work





### Discounts




15% DISCOUNT

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### Recent Recognition Winners



Joseph Edward      Melisa Heisen

See who else has won 


### Any Questions for HR?




Call 0202251866  
or Email [info@hr.cruk.com](mailto:info@hr.cruk.com)

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### LATEST NEWS FROM THE LAB



### Who's celebrating?





- Birthdays
- Celebrating a Baby
- New Starters
- New Role





15% DISCOUNT

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### Childcare



### Family fun



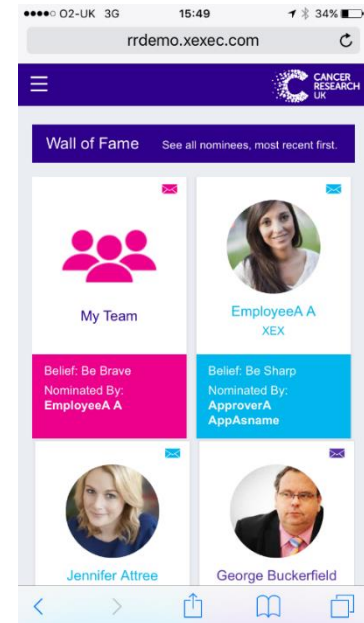
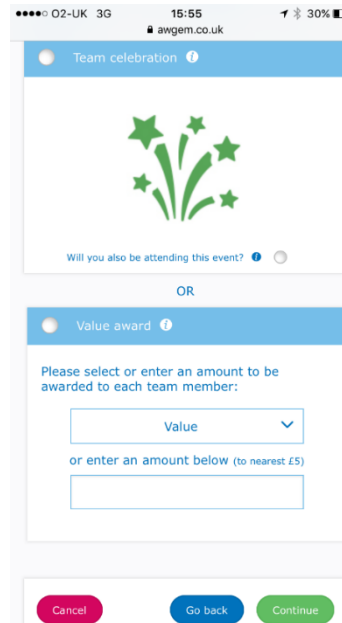
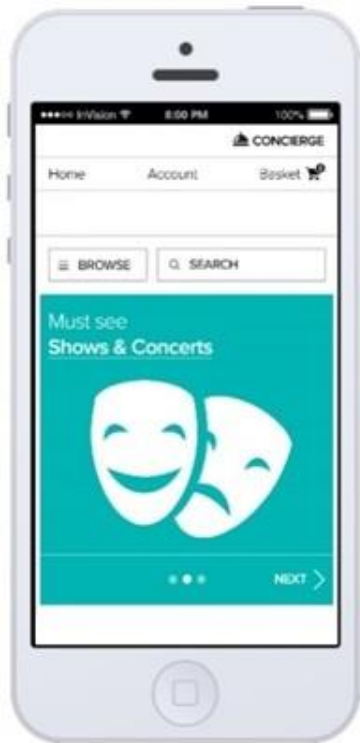
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# Data feeds to **multiple channels**



# Responsive, **mobile** optimised



How can Social Recognition  
**technologies** help?

# Award schemes to support HR priorities

## FORMAL SCHEMES

### **Health & Wellbeing:**

Health & Safety Awards  
Healthy Living Awards  
First Aider Awards  
Participation incentives  
Challenges

### **Learning & Development:**

Training/course completions

## MANAGER-LED ACKNOWLEDGMENT

### **Health & Wellbeing:**

Join the Gym  
Fun Run  
Cycling to Work  
Company sports team

### **Learning & Development:**

Voluntary learning

# Reward choices to support HR priorities

## Learning & Development

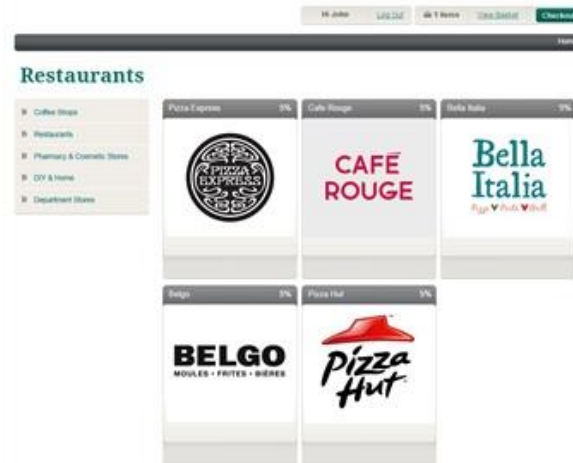
- Language courses
- Excel
- Photoshop
- MBA
- First Aider training

## Health & Wellbeing

- Physical trainer
- Gym membership
- Fitbit
- Bike vouchers

## Supporting work-life balance

- Time off
- Family time
- Cleaner for a month
- Chef for a night



You have selected a 'Take a Long Lunch' voucher. Your Manager has also been informed.



### Take a Long Lunch

• Voucher Terms: You are entitled to extend your current lunch hour to 2 hours on two occasions (giving an additional 2 hours of award in total). Your lunch hour extensions should be taken within 3 months of receiving this award and must be agreed in advance by your manager.

You have selected a 'Go Home Early' voucher. Your Manager has also been informed.



### Go Home Early

• You are entitled to go home 2 hours early one working day. Your time off should be taken within 3 months of receiving this award and must be agreed in advance by your manager (and the annual leave).

# ‘Winner Walls’ to support HR priorities


CELEBRATING YOUR HEALTH			
FUN RUN PARTICIPANTS			FIRST AIDERS
			
Joseph Edward Human resources	Amanda Smith Marketing	Martha Moore Finance	Sam Murdoch Customer Service
			
Anton Thompson Sales	Mary Pringle Sales	Darren Fulham Marketing	Harry Gosling Finance
			
Anne Smith Human Resources	James Hudson Finance	Bill Cameron Finance	Philip Frost Sales


# eCards to support HR priorities




# Social Wellbeing via team awards

Please select one of the following awards for your team


☐ Team celebration 




☐ Value award 

OR

Please select or enter an amount to be awarded to each team member:

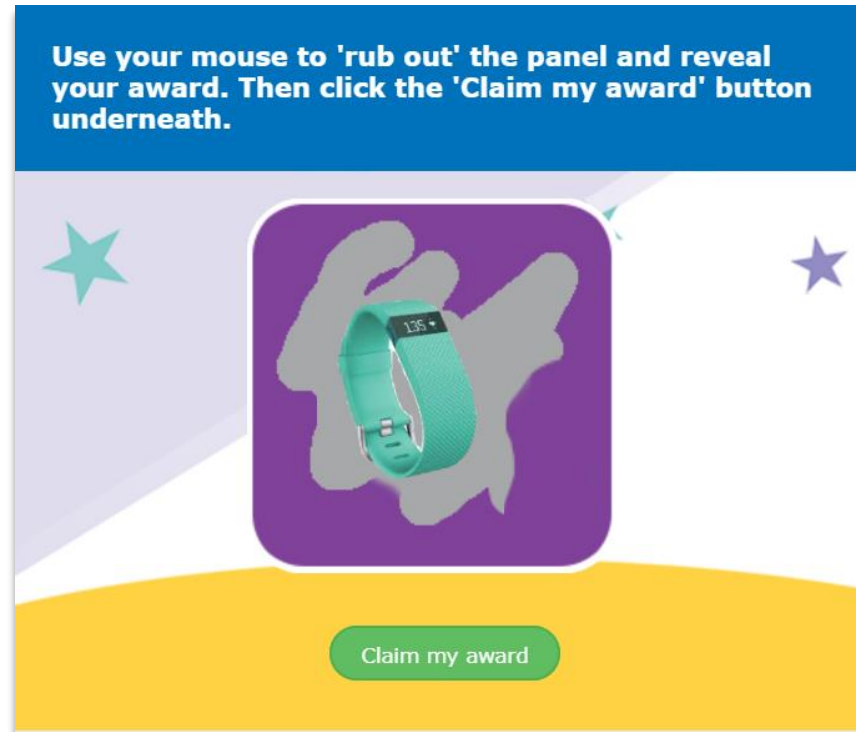
Value 

or enter an amount below (to nearest £5)

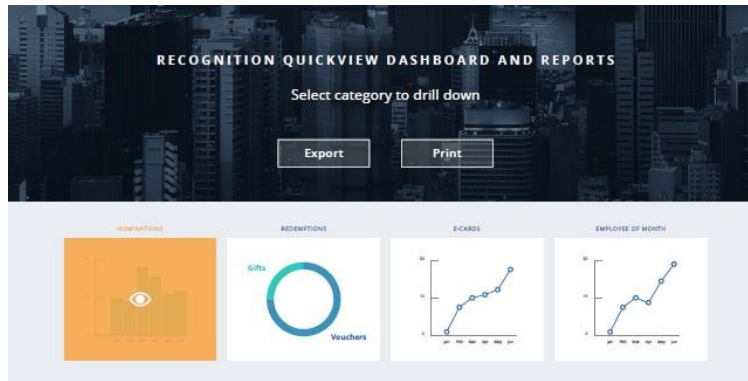
Will you also be attending this event?  ☐



# Adding a little **fun**



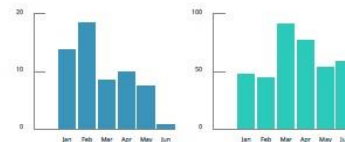
# Management reporting



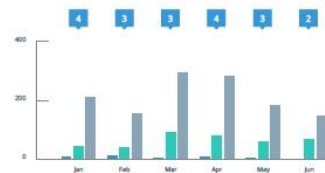
## NOMINATIONS



## TOTAL BY PERIOD



## NOMINATIONS BY DEPARTMENT



## Reports > Dashboard

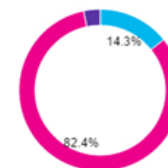
### Dashboard

### Nomination

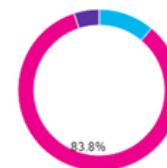
### Redemption

Awards this month: 91

Total Awards: 179



PENDING - 13  
APPROVED - 75  
DECLINED - 3



PENDING - 20  
APPROVED - 150  
DECLINED - 9

### Little Extras this month:

Nominations: 60  
Pending: 10  
Declined: 10  
Approved: 40  
Claimed as WRAs: 5  
Claimed as cash: 15 (£300)  
Unclaimed: 30

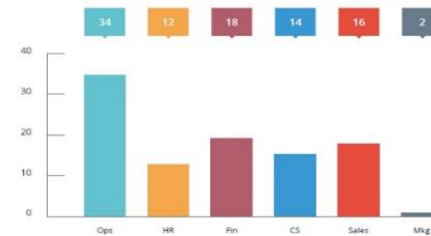
Likes since launch: 71

### Top 10 nominees

1 <sup>st</sup>	EmployeeC C	6 <sup>th</sup>	Robin Takoor
2 <sup>nd</sup>	EmployeeA A	7 <sup>th</sup>	ApproverA AppAname
3 <sup>rd</sup>	EmployeeB B	8 <sup>th</sup>	Helen George
4 <sup>th</sup>	Christopher Smith	9 <sup>th</sup>	Mandy McCormack
5 <sup>th</sup>	Samuel Roth	10 <sup>th</sup>	ApproverC AppCname

### BREAKDOWN

Ops 34  
HR 12  
Fin 18  
CS 14  
Sales 16  
Mktg 2



# Don't forget real life



# Thank you

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driving engagement

