

# 10 TEN REASONS TO RECOGNIZE AN EMPLOYEE

John O'Brien, Vice President, Employee Performance Group,  
BI WORLDWIDE

thank  
you!



Everyone likes to be noticed! Recognition and rewards help people feel good about what they are doing and things they have accomplished. Known to behavioral economists as the *dopamine effect*, recognizing employees will keep them focused, directed and willing to repeat the behaviors they were recognized for. Here are ten reasons why recognition works:

## One

It shows employees that you appreciate and value them.

Sincere, timely recognition given face-to-face or in writing is a gift that employees are thankful for and often cite as a key reason for being engaged.

## Two

It empowers you to promote what you value on your team.

Public recognition reinforces the key behaviors and attitudes you want to foster within your group.

## Three

It sets standards of performance for everyone to aspire to.

Recognition is a positive way to communicate what you expect from all employees and that you are willing to publicly celebrate those who meet your expectations.

## Four

It helps reduce turnover and retain top talent.

It's been said that employees don't quit a company – they quit a boss. Giving consistent, positive and timely recognition helps employees be more loyal to you.

## Five

It helps everyone meet their goals – you too!

By publicly reinforcing behaviors you want, you are positively moving everyone on your team in the same direction.

## Six

It creates a collaborative environment.

Recognizing entire teams helps build camaraderie and a spirit of cooperation.

## Seven

It gives your company branded tools to formally recognize and reward employees.

A company-wide recognition system provides cross-functional commonality across the organization to reinforce enterprise-wide goals.

# 10 TEN REASONS TO RECOGNIZE AN EMPLOYEE



## **Eight**

It lets you reward employees beyond regular compensation.

Salary reviews are generally annual events. Recognition can show employees how much you value them on a daily basis without incurring additional costs.



## **Nine**

It builds your credibility throughout the organization.

Having a highly functional team makes your management skills stand out to senior leadership.



## **Ten**

It gives you the opportunity to showcase your commitment to your team.

Making sure your employees know they are valued and appreciated shows them that you really care about their success.

**BIWORLDWIDE** is a global leader in employee recognition programs. We use the latest technology and behavioral economics theories to create programs that help organizations meet their business goals.

To learn more about **BIWORLDWIDE**, visit: [BIWORLDWIDE.com](http://BIWORLDWIDE.com) or email us at [LATAM@BIWORLDWIDE.com](mailto:LATAM@BIWORLDWIDE.com)