

Why you should **reconsider** your “all employee” recognition program

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At first glance, a one-size-fits-all recognition program sounds efficient. Everyone gets the same experience, the same rewards, the same communications.

Simple, right?

But here's the problem: your employees aren't the same. And neither are their roles, motivations, or contributions.

When
it comes to
recognition,
one size
fits none.

■ Same goal, different paths

Every employee in your organization is working toward the same overarching goals: growth, innovation, customer satisfaction, and profitability. But how they get there varies dramatically.

A sales rep drives revenue through relationships and deals.

A customer service agent builds loyalty through empathy and resolution.

An engineer innovates through precision and problem-solving.

A plant worker ensures quality and efficiency on the production line.

Each role contributes differently. So why would we reinforce them all for the same behaviors?

■ The pitfalls of uniform recognition

When everyone receives the same experience, the same incentives, the same learning modules, and the same communications, you risk disengagement. Not because recognition isn't happening but because it isn't relevant.

Recognition drives what matters most to each employee in their unique role. It should guide them toward the behaviors and skills that drive your business outcomes.

■ Enter: audience-smart recognition

At BI WORLDWIDE, we believe recognition should be as dynamic as your workforce. That's why we design programs that are audience-smart and tailored to the needs, preferences, and realities of each employee group.

Here's what that looks like in action:

- **Targeted communications:** Messaging that resonates with each audience, delivered through the right channels, whether that's email, mobile, digital signage, or even physical materials.
- **Role-relevant learning:** Training that's aligned with what each group needs to know to succeed, not generic content that gets ignored.



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- **Behavior-based incentives:** Missions and nudges that drive the specific actions each role needs to take to contribute to your goals.
- **Barrier-aware design:** Strategies that account for what might prevent employees from engaging and solutions to overcome them.
- **Personalized experiences:** Using technology to show or hide elements based on the user so each person sees what's relevant to them and nothing that's not.

■ **Technology that understands people**

Our platform doesn't just deliver recognition; it delivers the right recognition to the right people at the right time. Whether it's a gamified mission for your sales team, a learning module for your frontline staff, or a social wall celebrating your engineers, every touchpoint is intentionally designed to improve employee performance.

And it's not just about tech. Our account teams work closely with clients to design programs that reflect the complexity of their workforce. We don't believe in templates; we believe in tailored strategies that drive real results.

■ **Final thought:
one goal, many journeys**

Recognition should unify your workforce, but that doesn't mean it should be uniform. When you meet employees where they are, speak their language, and recognize what matters to them, you don't just make them feel seen. You help them see exactly how they contribute to your company's success.

It's time to move beyond “all employee” programs.
Let's build recognition that works for everyone uniquely.
