



Designing a Recognition Program That Delivers Moments That Matter

Transform your workplace culture through strategic recognition that creates lasting impact and drives real business results.

Speakers:

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Agenda

Here's what we'll cover today to help you design an impactful recognition program:

01

Understanding the "Why"

Explore the crucial role of recognition in today's workplace and common pitfalls.

03

Employee-Centric Design

Gaining insights into employee needs and designing moments that truly matter.

02

Strategy & Alignment

Aligning recognition with business goals and tailoring approaches for maximum impact.

04

Sustaining & Evolving

Strategies for continuous engagement and integrating recognition into the employee journey.



"Culture is built in the moments that bring people together."

Why Recognition Matters Now

"Recognition is strategic, not just 'feel good.'"

15%

Higher Engagement

Teams with strong recognition programs show significantly improved engagement levels.

33%

Higher Satisfaction

Employee satisfaction increases dramatically with meaningful recognition.

23%

Less Turnover

Recognition reduces turnover intention and improves retention rates.

10%

Lower Stress

Recognized employees report reduced stress and burnout levels.



Why Recognition Programs Fail

One-Size-Fits-All

Misaligned Goals

No Feedback Loops

Poor Communication

Lack of Leadership Buy-in

Purpose-Driven Recognition - Business Goals

Recognition should serve a purpose—yours. Map your program directly to your corporate strategy to drive measurable impact.



Keep Goals Clear & Actionable:

Automation: Streamline moments like birthdays, anniversaries, onboarding milestones.

Reach: Ensure company-wide participation and inclusivity.

Engagement: Elevate employee satisfaction, productivity, and retention.

Tailor Your Strategy Based on Focus

Effective recognition programs understand the specific needs and motivations of different employee groups. Tailor your strategy to align with your key focus areas for maximum impact.



If Sales is the Focus

- Promote key behaviors such as lead generation or closing deals.
- Set achievable targets and recognize progress towards them.
- Run themed campaigns and contests to drive engagement.



If Automation is the Focus

- Trigger recognitions for significant milestones (e.g., 30/60/90 days).
- Automate core events like birthdays and work anniversaries.
- Acknowledge adoption of new systems or processes.



If Customer Feedback is the Focus

- Integrate external customer feedback directly into recognition.
- Recognize outstanding service based on patient experience scores (e.g., in healthcare).
- Reward teams for high customer satisfaction ratings.

Real-World Examples

Healthcare Organization:

Recognizes team members who pick up late shifts, fostering a culture of support and reliability in critical care environments.

Tech Organization:

Rewards employees for completing valuable training, such as MS365 certifications, promoting continuous learning and skill development.

Walk in Your Employees' Shoes

Tailor recognition to daily realities and human-centered design creates moments that truly resonate.





Healthcare Workers

Recognize patient care, resilience, and life-saving moments that matter most.

The **Dr.** stated the patients **survival** was largely in part to **you**....



was recognized for

CONNECTED CARE

5 DAYS, 22 HOURS AGO

You were recognized by a Dr. for doing a phenomenal job with a very ill patient the other night. The Dr. stated the patients survival was largely in part to you remaining calm and getting everything completed in a timely manner. Thank you!

25 POINTS

From



Write a comment...

0

POST



Sherry Knight:

Awesome!! Thank-you for being a part of the Team!!



Hospitality

Celebrate exceptional service, guest experiences, and teamwork that create unforgettable stays.



was recognized for

EXCEPTIONAL HOSPITALITY

ACCOUNTABILITY

MINDFUL COMMUNICATION

Member of: Riverton

7 HOURS AGO

Great job Aftin!! You went above and beyond by elevating our guests experience and earned us a 5 STAR REVIEW!!



25 HIGH FIVES 🙌 + 10



😊 From



Hospitality

★★★★★ 100%

Greeting

Friendliness

Appearance

Comment Added

Aftin was very friendly in greeting us and taking our order. We dined in but also ordered a to go order online which she brought to our table when it was ready instead of it being put on the pick up shelf as I was expecting. Great attention to detail on her part.

Write a comment...

❤️ 0

POST



Go Aftin!!! Thank you for the attention to detail, and giving exceptional hospitality every time. :)





Retail & Sales Teams

Celebrate customer connections, sales excellence, and frontline teamwork that drive business success.



was recognized for **FOCUSED**

6 MONTHS, 3 WEEKS AGO

Womens Collection achieved its Week 4 sales target and Lauri achieved the personal sales target for the week.



3800 BUCKET BUCKS

From 

Write a comment...



44 **POST**

Liked by



The Power of Listening & Feedback

01

Regular Pulse Checks

Companies will run surveys with pilot groups before launch, gathering feedback on platform ease and rewards.

02

Focus Groups

Companies surveyed their entire company on program design, names, and available rewards.

03

Continuous Iteration

Programs need regular refreshes - new campaigns, awards, core values, or initiatives based on employee input.



Program Design Anchored in Moments



Core Values

Recognition tied directly to company culture and values that matter most.



Flexible Rewards

Variety of options: experiences, gift cards, donations, practical items like groceries and gas.



Milestone Awards

Celebrate professional and personal achievements - promotions, weddings, marathons, new homes.



Memorable Launch

Make the kickoff itself an unforgettable moment that sets the tone for success.

Sustaining Momentum

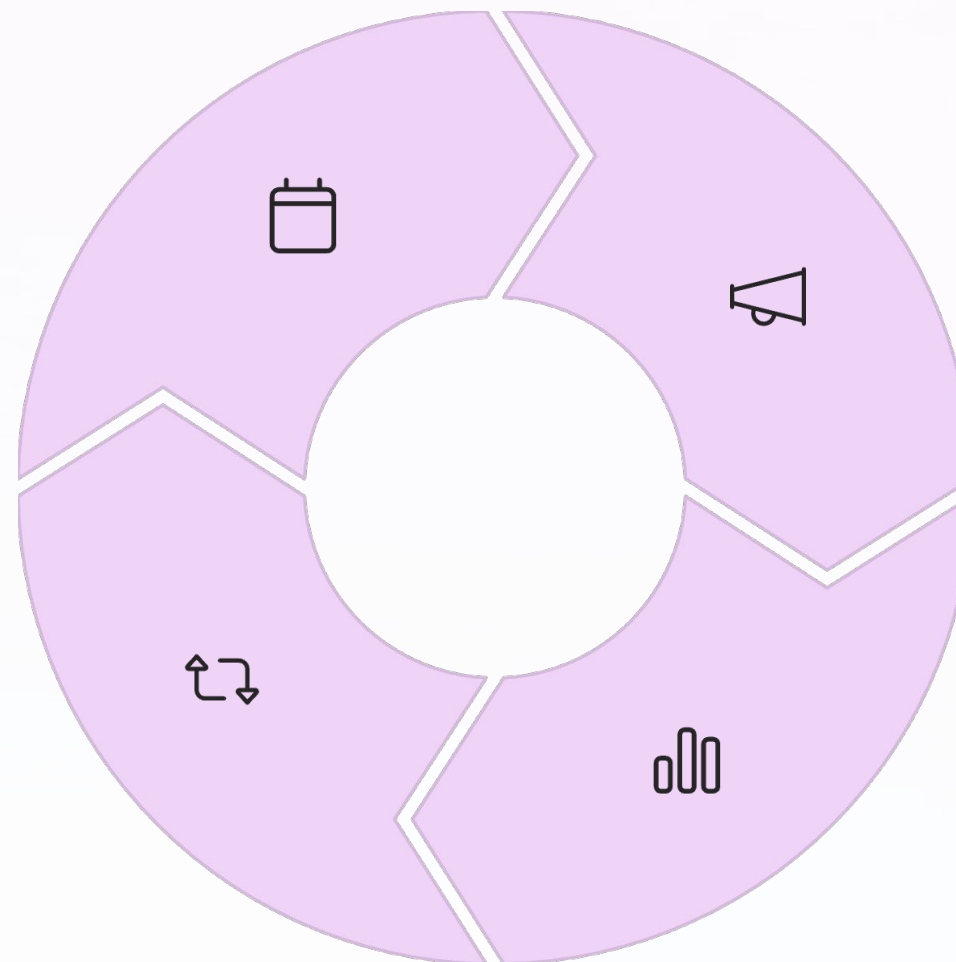
Recognition is not set-it-and-forget-it. Create a rhythm of engagement that keeps programs alive and thriving.

Key Moments Calendar

Plan recognition around important dates and company milestones.

Program Refreshes

Regular updates keep the program fresh and aligned with evolving needs.



Regular Campaigns

Launch themed recognition drives to maintain excitement and participation.

Track Progress

Monitor engagement metrics and program effectiveness continuously.

The Complete Employee Journey

1

Onboarding

Welcome

First impressions matter - create memorable welcome experiences for new hires.

2

Career Milestones

Celebrate anniversaries, certifications, promotions, and professional achievements.

3

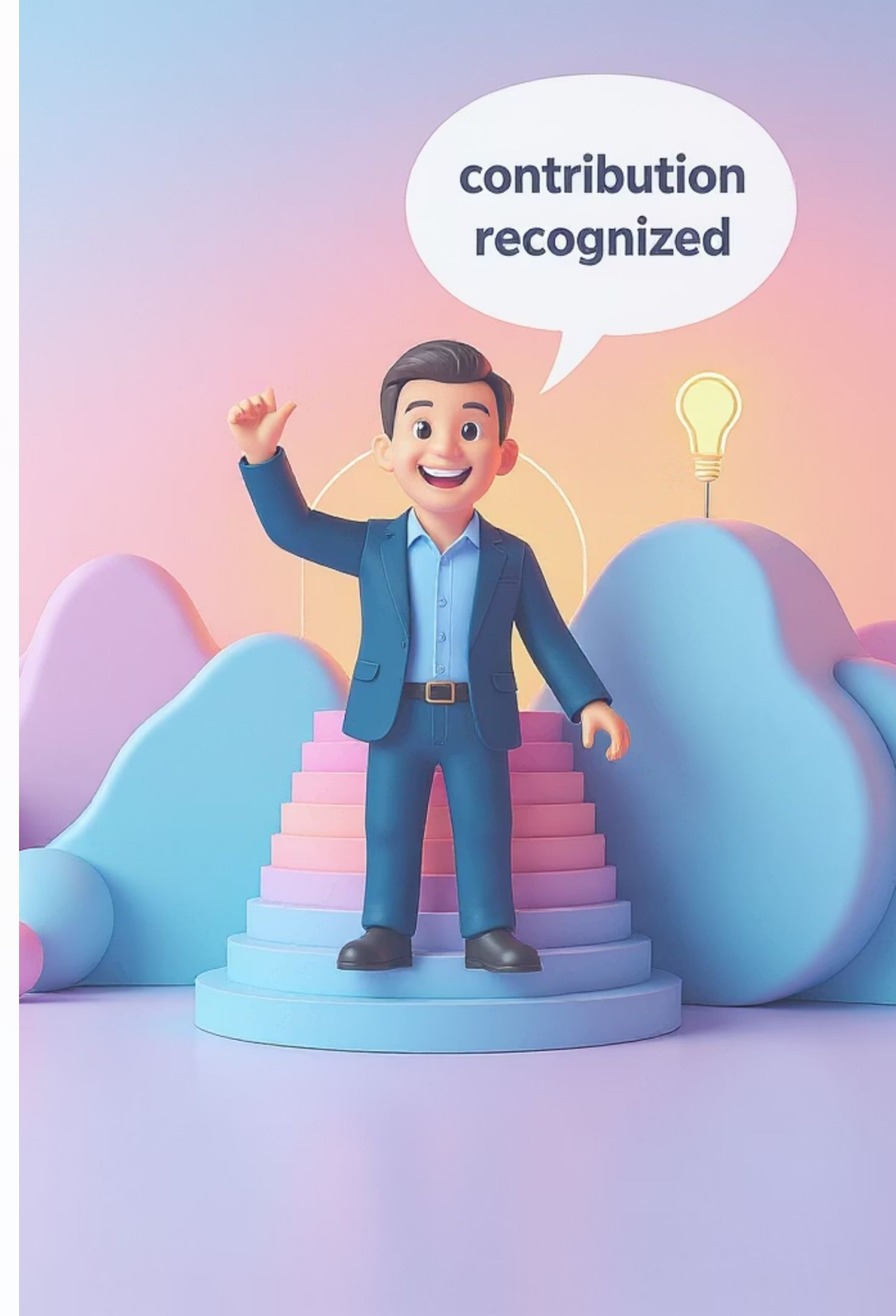
Life Events

Honor personal moments - birthdays, weddings, parenthood, and life changes.

4

Farewell Recognition

Create positive endings and maintain alumni connections for lasting relationships.



The Complete Employee Journey

1



Welcome Award

Congrats, we just wanted to send you a special award to welcome you to the team!

2



90 days at

Automated award celebrating associate's 90 day employment milestone

3



Life Milestone Award

From your work family here at Bucketlist, we wanted to send a lot of love and a gift to celebrate your Marriage! We wish you and a lifetime filled with love, joy, endless happiness and of course some awesome Bucketlist experiences! Have an amazing journey ahead together! PS. Keep on sending photos for everyone to see!

4



Retirement Award

Congratulations on your upcoming retirement! Thank you for your years of service with ADUSA! We wish you the very best and hope you enjoy every moment!

contribution
recognized



Design Your First Moment That Matters

Quick Activity – 3 Questions to Kickstart Your Program

Take 2 minutes to map your first recognition moment:

- One business goal I want to support is: _____
- A behavior I want to encourage is: _____
- A recognition moment I can launch next month is: _____

Remember: Strategy → Behaviour → Recognition → Impact

Let's build recognition programs that actually matter.

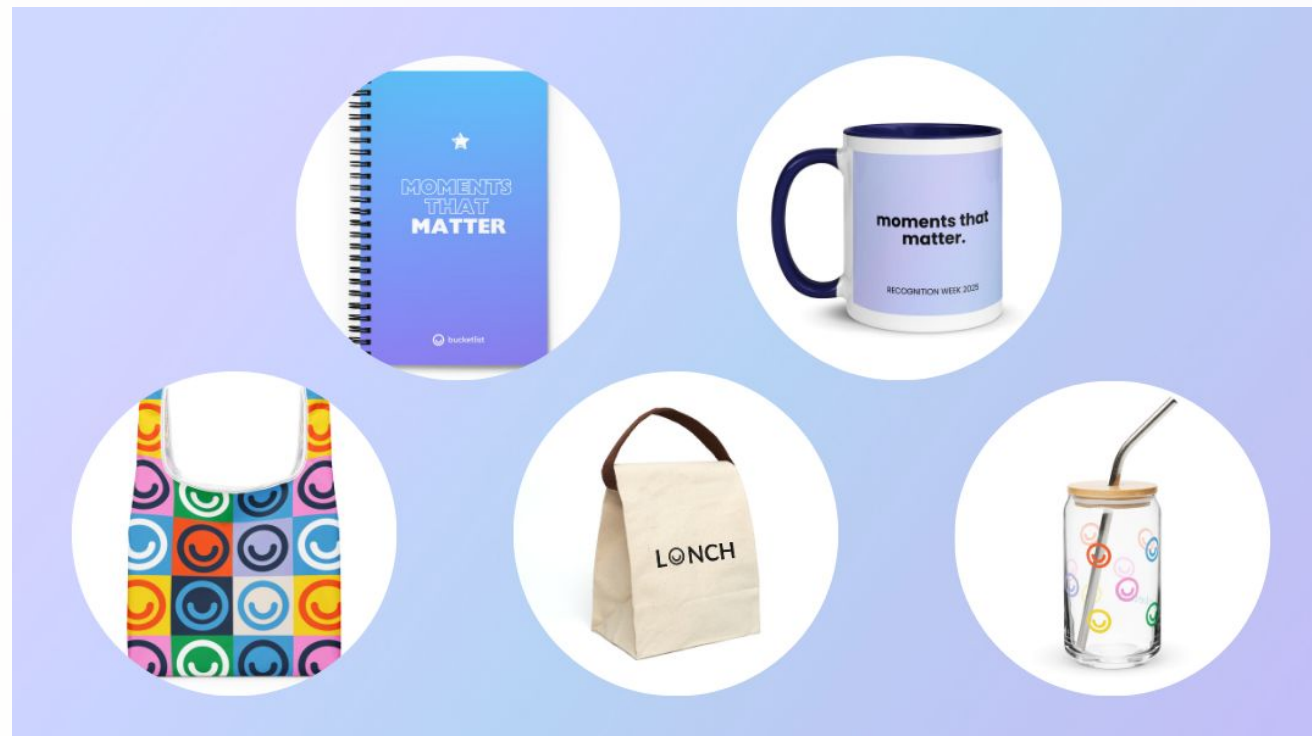
Share your answers in the chat or with your team—real change starts with one small step.





Giveaway Time!

Be the first person to answer one of three questions to win a Bucketlist swag item!





Giveaway Time!

Give **one** reason as to why recognition matters now





Giveaway Time!

Give **one** reason as to why recognition programs fail





Giveaway Time!

Give **one** example of how you can design your program anchored in moments



Thank You!

Your commitment to creating meaningful recognition programs makes all the difference in fostering a thriving workplace culture.

We appreciate your engagement and welcome any questions you may have.

Questions?

