

# HOW ARDCO

BUSINESS & HR SOLUTIONS

## Maximising Impact Through SME-Friendly Recognition Strategies



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# MAXIMISING IMPACT THROUGH SME-FRIENDLY RECOGNITION STRATEGIES

## Here's what's covered in this document:

- What is employee recognition?
- Can people recognition strategies be implemented in SMEs?
- What are cost-effective ways to show your appreciation?
- How often should employees be recognised?
- Who can give employee recognition?
- How to access more Howardco resources?

## WHAT IS EMPLOYEE RECOGNITION?

**Employee recognition** is about acknowledging your people's outstanding performance and behaviours in the workplace. It boosts people's engagement, happiness, and motivation, ultimately enhancing the quality of work in your small and medium-sized enterprise (SME).

**According to a 2023 report by Reward Gateway, 69% of Australian employees agree their work well-being would improve if they were simply thanked more for their hard work.**



## CAN PEOPLE RECOGNITION STRATEGIES BE IMPLEMENTED IN SMEs?

At Howardco, we believe that building a culture of recognition within SMEs doesn't need to be a costly process.

While larger companies may have access to greater resources, SMEs can still implement heartfelt, budget-friendly strategies that not only enhance ROI but also align with their financial capabilities.

## WHAT ARE COST-EFFECTIVE WAYS TO SHOW YOUR APPRECIATION?

Here are 6 SME-tailored tips to show appreciation:

- **Acknowledge different DiSC styles.** The [DiSC model](#) (Dominance, Influence, Steadiness, and Conscientiousness) can help in understanding and tailoring recognition to different employee personalities.

For example, team members with a high 'C' preference value recognition for accuracy and timeliness, while those with a high 'I' preference favour personalised feedback about their contributions to the team.

[Click here to learn more about how Howardco can help you better understand yourself and the personalities of the people you work with](#)

- **Catch people doing the right thing.** Look for opportunities to acknowledge your team members who exemplify your SME's culture and values by consistently doing the right things.
- **Mark personal milestones:** Celebrate birthdays. For example, consider giving your people a day off on their special day to show appreciation for their contribution.
- **Recognise work achievements.** Acknowledge important moments, such as work anniversaries and project completions, through small gestures.

Remember that a quick visit to your teammate's working station for verbal praise or leaving a thoughtful thank-you note can make a lasting impression on your people's professional journey.

- **Give consistent awards:** Organise a monthly awards ceremony during town halls, standups, toolbox meetings, or other team or SME-wide occasions where your people can nominate their peers for exceptional contributions.

Consider titles like Employee of the Month, Customer Service Star, etc.

- **Build Bonds Over Team Lunches:** Arrange regular, informal eat-together sessions where everyone can take a break from work and connect on a personal level, share their experiences, and feel heard and valued.

## HOW OFTEN SHOULD EMPLOYEES BE RECOGNISED?

To recognise people effectively, balancing consistency and appropriateness is key.

Here are various frequencies at which these strategies can be applied:

- **Everyday:** Daily recognition can include simple yet meaningful gestures, like a verbal "thank you" or an encouraging note.

These small everyday appreciations are excellent for reinforcing positive behaviours and maintaining a motivating environment.

- **Weekly:** Notable achievements and contributions can be commended during team meetings or through a "weekly spotlight" in company communications.
- **Monthly:** Once-a-month awards, such as "Employee of the Month," are an excellent way to celebrate consistent excellent performance and recognition, sometimes from customer feedback.
- **Bi-Annual:** Semi-annual recognitions, such as performance reviews, provide an opportunity for more formal and in-depth recognition.

These reviews can include constructive feedback and goal-setting, acknowledging achievements over the preceding months.

- **Yearly:** Annual recognition events celebrating individual achievements and broader organisational goals. Certificates, awards, and promotions can be given during annual meetings or company gatherings.

## WHO CAN GIVE EMPLOYEE RECOGNITION?

**Leadership:** Recognition from managers and leaders can carry a lot of weight. This can include promotions, raises, or official praise during team meetings.

**Peer-to-Peer:** Encouraging people to recognise their peers can be highly effective. It can be informal, like a shoutout in a team chat, or more formal, such as peer-nominated awards.

**Self-Recognition:** Self-recognition can include setting personal milestones, taking ownership of their professional growth, and reflecting on their own achievements.

## FIND MORE HR RESOURCES AT [WWW.HOWARDCO.COM.AU](http://WWW.HOWARDCO.COM.AU)

Take your employee recognition strategy to the next level and unlock a more successful and motivated workforce. Contact Howardco consultants today for expert guidance.