

EntreLeadership®

43 EASY WAYS TO

Recognize Your Team

HOW TO INSPIRE YOUR HIRES

Many things go into creating team member satisfaction. Luckily, one of the key ingredients is super easy to implement. When you make a habit of recognizing your team and saying thank you, spirits lift and the atmosphere changes. Because no matter how old they are, everyone yearns for acceptance, approval, appreciation, attention and affection.

51%

Did you know?

More than half of American workers (51%) are actively looking for a new job or watching for new job openings.

Source: Gallup, 2017

ADVICE FROM AN ENTRELEADER

"We make it a habit to make a splash on a new employee's first day of work. We will give them cash or take them for an upscale lunch. We want them to remember their first day with a smile on their face!"

Buddy DeLong

Bluegrass Landscape & Snow Management | Bridgeton, Missouri

RULES OF THE RECOGNITION ROAD

Just like anything you try to implement at your company, recognition needs a process. Listed below are the standard rules we use for praise. Let the brag-fest begin.

■ Just Do It

The first rule of recognition is to simply do it. Make a habit of catching your people doing something right, and let them know about it. A sincere compliment sets you apart.

■ Take a Hike

It's hard to recognize anyone for their work if you don't step away from your desk. Schedule time to walk around your business and check out what's happening with your team. If someone is doing a good job, let them know about it.

■ Keep It Real

When handing out praise, make sure it's sincere. Cheap flattery makes you look manipulative and shows that you lack integrity. Also remember, only compliment actions you want repeated.

■ Go Public

When bragging on someone, it's always better to do it in front of others, especially if it's somebody the person cares about. Pour on the praise to family members or a spouse, and your team member will be beaming for weeks.

■ Tell Their Friends

Recognition in front of friends and colleagues is almost as powerful as recognition in front of family. Dave reads praise reports from customers and peers at our weekly staff meetings. Everyone cheers!

ADVICE FROM AN ENTRELEADER

"Any time I receive an email or letter from a client letting me know how great our team members were, we give each team member \$20, along with a copy of the letter."

Brian Walton

Assisted Moving of Kansas City | Kansas City, Missouri

RULES OF THE RECOGNITION ROAD

■ **Don't Be Stingy**

The person who helps a fellow worker in their time of need deserves as much praise as your superstar salesperson. Let them know they are doing an awesome job too.

■ **Put It in Writing**

One of the most powerful tools in your arsenal is the pen. Send handwritten thank-you cards to team members who've done well.

■ **Surprise Them**

Recognition is most effective when someone isn't expecting it. Catch them off guard and surprise them. An unexpected \$50 handshake for a job well done? Even better.

■ **Wish Them a Happy Birthday**

Dave believes no one is ever too old or sophisticated to smile when someone says happy birthday. Find out your team members' birthdays and send them an email with your best wishes. The same should hold true for work anniversaries.

■ **Don't Break the Bank**

Recognition doesn't have to be expensive. T-shirts, anniversary coins, Starbucks cards or a framed note honoring the person are incredibly effective, and the cost is minimal.

ADVICE FROM AN ENTRELEADER

"We make a solid effort to randomly handwrite 'thank you' on a card and give it to team members, with a small gift like a restaurant gift card. They can enjoy a nice dinner with their spouse. Inside the card, we compliment them on a specific item they do or project they may have stepped-up on to accomplish."

Aaron Ruotsala

Ottawa Forest Products | Ironwood, Michigan

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MOTIVATING YOUR TEAM TO ACHIEVE

We asked EntreLeaders from across the country how they show their appreciation. Here are their top answers.

Feed Their Soul

Whether you're supplying lunch, a gift card to a local restaurant or even a birthday cake, you'll find people get excited about free food. Nothing says "you're awesome" like a ham sandwich on the house.

- 1 Regular team lunches—typically once every month
- 2 An ice cream truck on Friday afternoons for the team to have a treat
- 3 A food truck serving breakfast or lunch
- 4 A well-stocked kitchen and bar at the office for all to enjoy
- 5 A gift card for dinner, sent to the team member's home, addressed to their significant other, with a note thanking them for sharing their spouse
- 6 Spontaneous trips to Starbucks to get coffees for everyone
- 7 Bags of McDonald's fries for everyone in the middle of the day
- 8 A build-your-own ice cream sundae bar
- 9 A nice dinner out (spouses included)
- 10 Lunch with the boss, selected by random drawing
- 11 Buy them their favorite snacks

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Practice an Attitude of Gratitude

Saying thank you takes just a few minutes or less, costs nearly nothing, and can really make your team members feel valued.

- 12 Flowers to say thank you
- 13 An email blast to the entire team highlighting great work
- 14 A designated Slack channel where the team posts and reacts to personal or business wins—read each week at team meetings
- 15 An acknowledgment box that anyone can drop a note in to recognize a team member's demonstration of a positive character trait, with the notes read to the team

Inspire With Cash

Cash may not motivate every team member, but it still can fire people up. If it's unexpected, even better.

- 16 \$200 toward the next vacation they take
- 17 A Christmas bonus before Thanksgiving
- 18 Regular and surprise bonuses
- 19 \$25 gift cards for immediate rewards
- 20 Company vehicles that team members can use for personal activities, with all maintenance, fuel and insurance paid for
- 21 A cash cannon that shoots money at a team member when they practice a positive behavior
- 22 A dartboard game where team members earn throws and receive cash for the number they hit
- 23 Work with local businesses to provide perks or discounts for team members

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Fun Events

All work and no play is awesome . . . if you want to run a prison. Everyone needs to get tasks done. That's why you hire a team. But when you add a bit of play, team members are more productive, happier and a lot less stressed.

- 24** A game night with awesome prizes, like a grill, professional photo shoot, spa and golf gift baskets, a 50-inch TV, etc.
- 25** Office get-togethers: cookouts, college football parties, the Big Game, etc.
- 26** A day for the team and their families to play on the lake and have a cookout
- 27** Fun Friday, with lunch and bowling, when monthly sales goals are hit

Health and Wellness

These ideas are a win-win for you and your team members. When your team is healthy and relaxed, everyone is happier and more productive.

- 28** A trainer on the property three days a week
- 29** Massage Monday during regular working hours for all team members after a long weekend of events
- 30** Share produce from the garden with the team
- 31** Cover the cost of a monthly gym membership for each team member

Time Off

Providing additional time away from work allows team members to come back refreshed, inspired, and ready to roll up their sleeves and get back to work.

- 32** Unannounced early afternoons off
- 33** Surprise half-days or full days off

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No Cost or Low Cost

You don't have to break the bank to show your appreciation. These ideas are low-cost or even free.

- 34** A care package with team-member favorites
- 35** A bell people can ring when they get a sale or complete a big project—then the whole office can celebrate together
- 36** Handwritten thank-you notes for small wins
- 37** Cards that the whole team signs for birthdays and anniversaries
- 38** A shout-out board, where team members and leaders write good things about coworkers



Tickets

Everyone loves a night out on the town! These ideas can help you make a special evening more affordable for your team members.

- 39** Football and basketball tickets to university games
- 40** Movie tickets
- 41** Concert tickets to different shows of interest throughout the year
- 42** Plays, musicals, Broadway shows, etc.—typically one or two per year
- 43** Appreciation day, where the whole team goes to an afternoon baseball game

IDEA: Create a Team Member Profile

Want your team to think you're kind of magical—or least know how to read their minds? Create a Favorites spreadsheet for your whole team. When someone new comes on board, have them send their picks to you. When they do something awesome, purchase an item from the list to give to them. They won't remember that, on their first day, they listed what they enjoy the most. The end result? You're the hero and make them feel amazing for just a couple of bucks. If you need inspiration, print out EntreLeadership's team-member profile on the next page.

TEAM MEMBER PROFILE

Your Name _____

Favorite Color _____

Favorite Restaurant (Casual) _____

Favorite Restaurant (Fancy) _____

Favorite Book _____

Favorite Magazine _____

Favorite Movie _____

Favorite TV Show _____

Favorite Ice Cream _____

Favorite Meal _____

Favorite Desserts _____

Favorite Drink _____

Food Allergies _____

Foods You Dislike _____

Spare Time/Hobbies _____

Pet Peeves _____

Gift Card Choice _____