

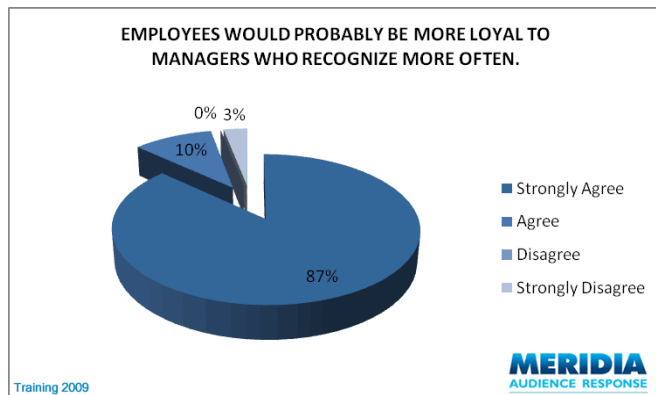
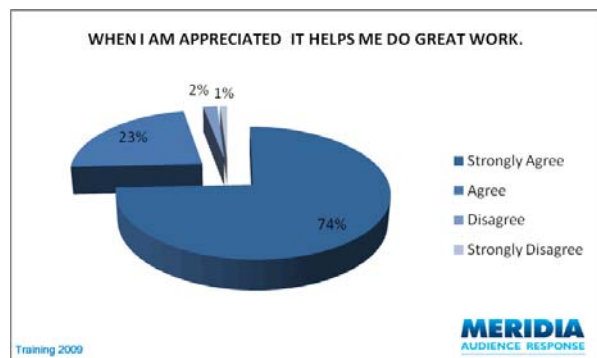
## TRENDWATCH: PERFORMANCE & RECOGNITION

### MERIDIA AUDIENCE RESPONSE SYSTEMS

At Training 2009 in Atlanta, Meridia Audience Response supported **The Training Magazine** to collect data in relation to three categories of information, **The Economy, Training and Generational Trends in Learning**. Data was collected as an introduction to some inspirational keynote speakers.

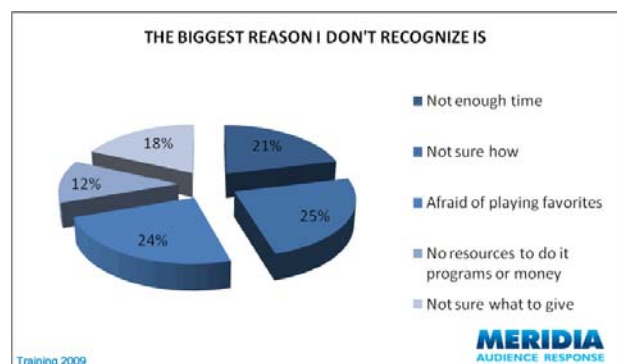
Participants spanned four generations, with a predominate attendance of Baby Boomers (**56%**) and Gen X (**37%**), with representation of Traditionalists (**5%**) and GenY (**2%**)

Motivation expert, Chester Elton asked his audience questions during his dynamic keynote speech. The key theme for motivation is of course recognition. Everybody likes to be appreciated! An overwhelming **74%** expressed they performed better when recognized.



The audience strongly concurred (**87%**) that employees would probably be more loyal to managers who recognized more often.

However, despite the statistics recognizing the importance of recognition, the audience shared the biggest reasons why they don't do that themselves.





## EMMA KING, CHIEF LEARNING STRATEGIST FOR MERIDIA AUDIENCE RESPONSE SYSTEMS SUGGESTS:

When it comes to recognition, it's important to remember...too much is never enough. While formal monthly, quarterly and yearly recognition presentations are crucial, it is the day-to-day acknowledgments that can motivate any person, any team and any organization to reach their full potential.

During my career, it has become apparent to me that leaders who do not recognize, eventually fail. A leader cannot be effective without a supportive and motivated workforce behind him. Failure to recognize staff could be detrimental to anyone's career. If you think about it from your point of view, recognition plays an important part in your career, doesn't it? If you weren't recognized by another leader, how did you get to where you are today?

A recent customer at Meridia utilized their Audience Responders and software to create a competitive game. Dividing an audience into regions, they built a competition that provided an ideal training method for team-building skills. In turn, by pitting teams against each other in a fun and effective way, the exercise provided an opportunity to not only teach them good communication skills, but also to extend the corporate brand message by asking questions related to the company. Watching the game unfold was like watching flowers budding in spring time. Individuals, who in the past had been subdued, became engaged in the task. Visibly, the teams got pumped up as they fought for the "Region of the Quarter" award. They became inspired and focused. It was a nail biting finish as two regions closed down on the desirable honor, one team succeeding the other by ten points.

When the winning team was asked to speak about how they felt about their achievement, they joked around, praising each other's prowess, but ended their speech in thanking the organizer for a good laugh! Winners and losers teams' morale was high and people asked when a rematch could take place and as a result, quarterly events are being planned.

Implementing an employee recognition program is the secret to increasing employee morale and addressing ongoing needs for employee retention and employee reward. By recognizing your employees for their hard work and effort, you are able to validate their contributions and value to your business. As we face difficult times, I can guarantee you that a little recognition can go a very long way. At the end of the day, it's about maintaining a great relationship with your employees. Recognition creates unity and accelerates performance on all levels.

### Five Ways to recognize your employees:

1. **Take time out together.** For large groups of employees it pays to stop and collectively thank everyone. This doesn't have to take big bucks, but it is important to celebrate the successes and overcoming of challenges and enjoy some baked goods and juice or soft drinks in the office or close up early and treat to first round at the local watering hole.
2. **Idea of the week.** People need to feel that their ideas count. Have a Great Idea of the Week? Contest. Place a locked box with a slot in it the office, and encourage people to drop in their ideas. At the end of the week, read through the ideas and for the best idea, give a pair of tickets to a sporting event, a play, the movies, or a gift certificate for dinner for two.
3. **Listen.** Pay attention to office conversations, and keep a list of each person on your staff and what some of their interests and hobbies are. When you want to reward them, refer to your list and think of something that you could choose just for them, according to their particular likes and interests. This gesture is important. It lets them know that you value them as a person enough to know what they would appreciate, rather than just sending the secretary off to buy something generic.
4. **Reward.** Buy four \$100 gift certificates to one of the nicest restaurants in town and each quarter, reward one to the employee who has put the most heart into their work, or most exemplified the company's vision and mission. Have the staff vote for one of their peers each quarter via a closed ballot box
5. **Work from Home Day.** Everyone likes the opportunity to work from home. Not so that they can hang around in their Pajamas, but so that they can see their children onto the school bus, or not have to struggle through rush hour traffic. Advocate the use of Instant Messenger, and open up opportunities to staff based upon dedication to work from home, is a great energizer and a nice treat.

Got a team event coming up? Why not create a motivational game to interact, gain feedback and reward recognition to those star performers? We'd be happy to help!

Click here to read more about [Emma King](#) and her role at Meridia.