



## ABOUT CRYSTAL D

Crystal D works with promotional products distributors to plan meaningful recognition experiences for corporate America. The company manufactures personalized crystal, glass, wood, and stone recognition awards. Crystal D awards are sold exclusively through promotional products distributors. For more information visit [www.crystal-d.com](http://www.crystal-d.com).

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## 5 ESSENTIAL INGREDIENTS TO RECOGNITION PLANNING

As a result of over 15 years of experience working with distributors to plan recognition events, Crystal D has identified the following five ingredients as essential to recognition planning.

- 1. Why?** Planning a recognition experience requires a clear understanding of purpose. Understand exactly why an accomplishment or individual is deserving of recognition.

When done right, recognition is a powerful force in creating a consistent corporate culture. Managers should know which behaviors they want to reinforce in their workforce. These behaviors should be recognized. Not only will recognition spur the deserving employee to better behavior, it will also act as catalyst to the other members of the organization.

- 2. What?** It is essential to know exactly what an individual or team has accomplished. A recognition experience is most powerful when it is centered on specific actions and commitment.

The best types of recognition events include specific examples of action or effort demonstrated by the recipient. When recognition is specific to an incidence or single accomplishment, it is clear to everyone exactly which behavior is worthy of praise.



## RECOMMENDED RESOURCES

National Association for Employee Recognition

- [www.recognition.org](http://www.recognition.org)

Build a Promotion

- [www.buildapromotion.com](http://www.buildapromotion.com)

Promotional Products Association International

- [www.ppa.org](http://www.ppa.org)

Crystal D

- [www.crystal-d.com](http://www.crystal-d.com)

“Managing With Carrots”  
by Gostick & Elton

“The Complete Guide The  
1001 Rewards and Recognition  
Fieldbook”

by Nelson & Spitzer



**3. How?** Individuals have definite preferences in terms of how they prefer to be recognized and by whom. A recognition experience that is tailored to the preferences of the recipient has the greatest impact.

It is best to determine how each employee prefers to be recognized. How do you find out what is meaningful to your employees? Just ask them!

Start by developing an employee recognition profile, and store it in each employee's file. Then you can use this profile to plan for a meaningful, lasting recognition experience!

Ask questions that will give you clues about how to best recognize your star performers in a lasting way. Below are a few sample questions:

- Do you prefer to be recognized publicly or privately?
- Do you prefer that recognition be given by peers, management, or an executive?
- Tell us about yourself - record family member names, pets, personal or professional accomplishments.
- What is your favorite - snack, beverage, color, sports team, restaurant, book, movie, music, etc...?

**4. Symbolic.** The most meaningful rewards are symbolic of the accomplishment.

Awards are the most effective symbols of recognition available today. Awards are effective because they are symbols of achievement - they hold sentimental meaning for the recipient. When chosen correctly, awards can remain special symbols of achievement for years to come.

**5. Personalized.** Awards should be personalized with the recipient name. If the award is also symbolic to the company a company logo should be included.

A symbolic award can have even greater positive effect when it is personalized. This personalization can be done using a variety of production processes. Depending upon the award, color and dimension can be used to highlight a company logo alongside the recipient name.

For expert advice on imprinting methods, contact your promotional products distributor or contact the Promotional Products Association International at [www.ppa.org](http://www.ppa.org).