

Individual Recognition

For the first time, there are four generations in the work force with very different perceived needs around vacations, working hours, health insurance, compensation and non-cash reward and recognition.

Each generation has different non cash reward and recognition needs. Traditionalist, Boomers, Generation X and Generation Y view recognition in different ways.

Traditionalists are typically age 62 and older and are closely aligned with the organization for which they work. So effective recognition programs for these folks should revolve around the core values of the organization and those should be emphasized in the recognition process and presentation.

Boomers, ages 42-61 are most loyal to their team or function unit, so recognition for them should reflect their accomplishments within the team.

Gen Xers, ages 27-42, are loyal to their managers, so it is critical that any recognition system have a component that allows recognition directly from their manager.

Gen Yers, ages 16-26, are most loyal to their work colleagues, so it is critical that a peer-to-peer recognition module be part of the system to allow recognition activity between peers.

A good recognition system will have components and modules that allow for individualized recognition and rewards that reflect their personal lifestyle choices. The system will recognize specific performance through the process of performance measures, on-the-spot recognition by managers, and peer-to-peer recognition. Awards and rewards will be part of the process and speak to the generational needs and organizational values.