

Support from the C-Level

If employee engagement is to be successful, it must take place in all department and business units at the same time. It must span organizational silos. Employees from every area of the organization need to buy in. This buy-in can only occur when the Four Cornerstones of Communication, Measures and Analysis, Training, and Reinforcement are utilized. And C-level managers, Chairman, CEO, COO, and/or CFO must support those efforts.

The support may come in the form of print, web, electronic, or video. It must be clear that this is an institutionalized system, not a program of the week. A planned communication campaign will raise the system's organizational profile and be a constant reminder to all employees.

Measures and Analysis will provide the System structure and rules for the various modules within the System. Again top management needs to understand how this affects employees and endorse it.

Often managers do not understand the power of effective recognition presentation. Recognition training is often an essential part of the system to maximize the results of the process.

Company officers also need to understand the non-cash components of awards and understand how they fit the needs of the organization and can be as powerful as cash in communicating appreciation and driving corporate values.

Support from the C-Suite is a critical factor in the kick-off of recognition systems and the maintenance of them. Senior management must be behind the organization's recognition efforts, they must believe it is important, and they must be willing to put resources behind the effort.