

Bosses Not on “The Same Page” as Employees Regarding Recognition

Maritz Poll Survey, October 2005.

The Maritz Poll is a study of 1002 full time employees regarding their organization's recognition programs. This poll has shown a huge gap between how employees would like to be recognized and how they are actually recognized in practice. Here are some of the statistics:

- ★ 27% who want to be recognized by non-cash incentives, such as merchandise are recognized that way.
- ★ 27% who want to be recognized by a symbolic award (trophy/plaque) are recognized that way.
- ★ 29% who want to be recognized by a cash bonus are recognized that way.
- ★ 30% who want to be recognized by a recognition event are recognized that way.
- ★ 40% who want to be recognized by written praise are recognized that way.

Studies have shown that verbal praise is the most prevalent form of recognition. The Maritz Poll reveals that 70% of employees receive verbal praise. Although this may seem like a good statistic compared to the others above, only 49% of employees actually want verbal praise, and 21% of those who would like to receive verbal praise still are not getting it from their companies. This study also revealed that employees who are satisfied with their recognition program are eleven times more likely to be completely satisfied with their jobs than those who are not completely satisfied with their recognition programs, seven times more likely to spend the rest of their career with that company, seven times more likely to market the company to others as a great place to work, six times more likely to invest money in the company, and five times more likely to feel highly valued at their job. 55% of employees who took part in this study strongly agree that the quality of their employees recognition program affects their performance at work. Only 10% of employees strongly agree that they are completely satisfied with the effort their company puts into its recognition practices. It is clear from this study that recognition practices have to be improved across North American organizations. The following are some of the tips Maritz recommends to improve your program:

- ★ Offer employee reward options
- ★ Identify what is meaningful to your employees
- ★ Keep recognition programs fresh
- ★ Train managers on best recognition practices
- ★ Recognize all levels of employees
- ★ Make sure recognition is given consistently
- ★ Develop peer-to-peer recognition programs

Visit http://www.recognition.org/associations/5847/files/maritz_poll_2005.pdf for more details on this study.