

## Measuring the Effectiveness of your Recognition Program

Departments are responsible for monitoring and evaluating the effectiveness of their own recognition programs. Measuring the effectiveness of your recognition program allows you to assess whether or not you have met the objectives identified in your logic model in Step 4 of the recognition planning process. When evaluating your recognition program, consider the following:

### Gauge employee reaction to your recognition program

- \* Did employees clearly understand the program and its objectives?
- \* Are employees excited about the program?
- \* Did employees like the rewards or activities provided?
- \* What did employees like about the program?
- \* What didn't employees like about the program?
- \* Are there more employees participating in recognition activities?
- \* Do employees feel they receive meaningful recognition?
- \* Do employees feel they are recognized appropriately?
- \* Do employees feel valued?
- \* What changes would employees like to see?
- \* Employees feel more comfortable extending recognition to colleagues

### Was the program understood?

- \* Do employees understand the difference between corporate and department recognition?
- \* Do employees understand the difference between formal and informal recognition?
- \* Did the program clearly explain why recognition, especially informal recognition is important?
- \* Did the program clearly explain how to deliver recognition?
- \* Were guidelines and criteria clear and well-communicated?
- \* Was the nomination and award process of formal programs understood by employees?
- \* Do employees make the connection between recognition and achievement of business objectives?
- \* Were accomplishments, achievements and milestones communicated to all?

### Have behaviours changed?

- \* Are recognition tools being used more often?
- \* How frequently do managers recognize employees?
- \* Are more employees involved in recognition?
- \* Is recognition being extended more often?
- \* Are more employees being nominated for awards?
- \* Is recognition being extended in a more timely fashion?
- \* Are managers including recognition in their day-to-day activities?
- \* Is recognition being used by managers and supervisors as a tool to; motivate employees? provide feedback? be more supportive? connect with employees on a more personal level?
- \* Are successes shared more often?
- \* Is client recognition shared with the larger working group? With senior leaders?
- \* Are employees more proactive in sharing positive comments they receive via mail or e-mail, with their colleagues and managers?

### Overall

- \* Did the program meet expectations?
- \* How is the new or modified program better than the previous program?
- \* Are there areas for improvement?
- \* What do you like/dislike about the program?
- \* Would you recommend continuing the program next year?
- \* What percentage of employees participated?
- \* What percentage of employees were acknowledged?
- \* Were budget calculations accurate?