



HR Club

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Strategies for Change When Launching a Rewards and Recognition Program

Companies are realizing that the biggest competitive differentiation in today's knowledge-driven economy is the creativity and intelligence found inside the heads of their own employees. Historically, production processes and leveraging supply chains drove corporate success, but today it is all about engaging your employees.

Data from Hay Group shows that highly engaged and enabled employees are 50 percent more likely to outperform expectations and that firms with high levels of engagement show employee turnover rates 40 per cent lower. According to Gallup, organizations with highly motivated teams outperform their competitors by 26% in gross margins and 85% in sales growth.

A well-designed rewards and recognition strategy is a proven way to drive engagement needed for success. Launching a Rewards and Recognition platform will reduce administration time, increase employee engagement, and reduce turnover, but it still needs attention. Launching a platform shouldn't be seen as a plug-n-play affair.

Simply flipping a switch and hoping your employees will use the platform is not an engagement strategy. Like any other software or process change in an organization, it must be approached strategically to ensure success.

.. New Rewards and Recognition Platform = Change

Change Can Be Scary

Change scares us. Change means we have to give up old thoughts, ideas, processes and behaviors to adopt new behaviors and processes that may be unproven or downright contrary to what we've grown accustomed to. Change involves risk both to the company and to the individual.

Launching a new Reward and Recognition platform may be perceived as more work, more learning and more change for your employees. Add that to the changes going on outside the company and employees may not want to engage with your new program.

But, this is a positive change, a change that will make them happier and more engaged employees.

How do you ensure the new platform will be successful? Simple

– follow the rules of change management when you launch your program.

What Are the Keys To Successful Change?

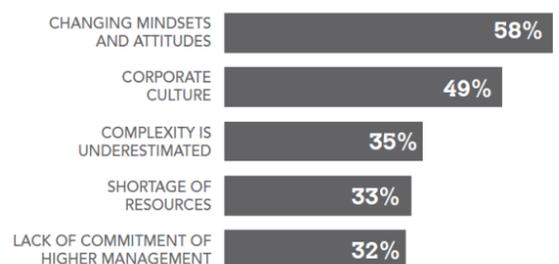
Many companies focus on consultants and technologies when thinking about change. However, the real resource for change is found within the organization you already manage. The issues with change and innovation start and end with your people.

IBM studied successful change management and found that the top criteria for successful change were:



What Are Barriers to Change?

No surprise that the barriers to change are in synch with the success criteria –they all come back to people. From the same IBM study, the top five barriers identified are:



.. Conclusion

Managers and early adopters are critical participants in the launch of any reward platform and strategy. Following the change management process presented in this paper when launching your Rewards and Recognition program will:

- Create a strong connection between managers and recognition in the company.
- Communicate the importance of recognition to your overall company engagement strategy to ensure success.
- Educate your managers on the efforts and performance in different division and department silos encouraging teamwork and sharing between employees and managers.

Overall, launching a Rewards and Recognition strategy should not be an afterthought. The support of the leadership team is critical to the ongoing success of the program. Without management involvement, employee buy-in and constant communication, the program will not be set up for success.

.. If you are interested in reading the full study :

http://www.google.ae/url?sa=t&rct=j&q=&esrc=s&frm=1&source=web&cd=1&cad=rja&ved=0CCsQFjAA&url=http%3A%2F%2Fwww.hr.com%2Fen%3Ft%3D%2Fnetwork%2Ffile%2Ffile_deliver%26file%3D1339431539534%26mode%3Dview&ei=xEikUqWGJIPvtAa57oEQ&usg=AFQjCNFjXR3Qm80GpUBqUQySRoQNvOQxAA&sig2=no_qeGfP_JyCDm-ePVYwPg&bvm=bv.57752919,d.Yms