



award incentive group

INSIDER

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"CULTURE" \ 'kəl-chər\ (*noun*) The beliefs, customs, arts, etc., of a particular society, group, place, or time.

The word "culture" was looked up online more times than any other word in 2014, making it Merriam Webster's most popular word for that year. This word is also now commonly heard in corporate board room discussions. New research shows that "culture, engagement, and employee retention are now the top talent challenges facing business leaders." (Forbes) Due to the use of popular social websites, such as LinkedIn and Glassdoor, "a company's employment brand is now public information, so if you're not a great place to work, people find out fast." Organizations that make it to lists such as the *Best Places To Work* and *Most In-Demand Employers* have strong positive cultures and are the ones that are attracting and retaining top talent. "Culture-driven companies explicitly put their people first." Award Incentive Group is helping our clients build positive cultures that attract talent, engage employees, and drive results. Through our Social Recognition Technology, recognition and connectivity is made efficient and powerful.

"One of the best ways to help another person grow is through the right types of praise and recognition. Specificity and visibility is essential for motivating people." –Tom Rath

Done right, recognition builds workplace relationships that create the right culture.

THE COOK 'S CORNER

COOL as a CUCUMBER SALAD

2 Medium Cucumbers
1 Small Onion
1/2 C Sour Cream
2 T Milk
2 t Sugar
2 t Vinegar
1/4 t Dried Dill Weed
Salt & Pepper to Taste

-Peel & slice cucumbers
-Slice onion very thinly
-Mix the remaining ingredients
-Add onion & cucumber slices, mix
-Cover and chill for at least 1 hour

THE IMPORTANCE OF BEING ENGAGED

(Your Employees, That Is!)

Engaged employees are more productive, committed and loyal, they feel connected to your business and empowered to contribute to the forward momentum of your organization. Recognition is a very important component to employee engagement - whether expressed with verbal praise, monetary rewards, or a formal award program. Recognized employees are more likely to be engaged employees - interested in contributing to a positive organizational culture and its growth." Research by Bersin & Associates indicates "that in organizations where recognition occurs, employee engagement, productivity and customer service are about 14% better than in those where recognition does not occur. According to Bersin by Deloitte, "Organizations with the most sophisticated recognition practices are 12 times more likely to have strong business outcomes than those without."

"To win in the marketplace you must first win in the workplace." -Doug Conant, Campbell Soup CEO



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