



# **A How-To Guide** Reward and Recognition eBook



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# Your Reward and Recognition eBook

**In today's dynamic and competitive business landscape, organisations are increasingly recognising the value of their most valuable assets - their employees. A motivated and engaged workforce is not only more productive but also contributes significantly to a company's long-term success.**

To harness this potential, businesses are turning to well-structured Reward and Recognition (R&R) programs as a strategic tool for enhancing employee morale, retention, and overall performance.

At Personal Group, we understand the critical role that a comprehensive R&R program plays in fostering a positive workplace culture and driving employee satisfaction. With years of experience and a deep commitment to the well-being of both employees and organisations, we are proud to introduce our Reward and Recognition Programme eBook.

Our eBook combines the latest industry insights, best practices, and innovative strategies to help you create an R&R program that not only acknowledges and rewards your employees but also inspires them to excel. Whether you are a seasoned HR professional looking to revamp your existing program or a business leader seeking to establish a new initiative, our eBook offers a structured approach that is adaptable to organisations of all sizes and industries.



# 5 simple steps to improve your Reward and Recognition Programme

## How to use your Reward and Recognition Programme to its full potential.

So, what is Employee Recognition? Quite simply, it's the act of communicating to your employees that they have done a good job. When you recognise and reward a high level of service, you encourage employees to repeat these actions, creating a happier and more productive workforce. Sounds easy, right? Unfortunately, many **reward and recognition** programmes haven't 'moved with the times' leaving **58% of employees** feeling as though they need more recognition in the workplace. Is this true for your workforce? If so, check out the five simple steps below and see if you can start improving your employee engagement today:

### 1. Embrace Technology

The e-revolution has had a profound effect on the sphere of employee recognition in the workplace. The majority of reward and recognition programmes now find their home on the internet, which allows access anytime and anywhere. However, even though a programme may be online, this doesn't guarantee ease of use. Younger employees check their smartphone an average of **85 times per day**, so placing your Reward and Recognition within an app, could significantly boost participation. The introduction of technology even allows for some level of automation, which can make recognising employees hard work even easier.

### 2. Recognise Instantly

Using automated systems to recognise employees can significantly decrease the time it takes for them to receive acknowledgement for their achievements. Whether the reward is financial, an internal announcement or simple thank you, having processes already in place speeds up the procedure. This decreases the likelihood of a good deed being forgotten by the time bonus season comes around. However, recognition still requires some level of personal interaction. Which leads to my next point:

### 3. Increase Variety

Variety is crucial when it comes to staff rewards. Using new technology is all well and good, but it is still important for morale that staff are recognised individually by both their managers and peers. You can easily create a range of awards so there is an element of personalisation, some of which can be presented physically and others digitally. It is good practice to include your staff in the decision process when it comes to staff incentive ideas, as increasing employee involvement has a **strong positive impact** on both your overall **employee engagement** and participation levels.

### 4. Include Peer to Peer Recognition

Most commonly, an individual's hard work is first recognised by a team member rather than management, therefore, it's important to incorporate peer-to-peer rewards in your reward and recognition platform. There can sometimes be nervousness around introducing a peer to peer recognition scheme so many employers introduce an approval layer, where all peer to peer awards go via HR to ensure the system is not open to abuse.

### 5. Consider Long Service Awards

It's no secret that retaining staff saves a company money in the long term (a business loses £25,000 in lost productivity during the first 28 weeks of each new hire), so it's always a good idea to try and ensure that good staff stay put. Formalising staff incentives such as Long Service Awards, can encourage staff to remain in your business as they know rewards are forthcoming.

Our **reward and recognition programmes** include peer to peer recognition and are built around your company values. Colleagues can nominate one another and track the progress of their nomination. HR can define which employees are eligible to nominate and be nominated if required, or they can open the programme to all, allowing managers to nominate team members and colleagues to nominate one another. Employees can view their recognition level and redeem points online in a Rewards Catalogue, which allows you to offer a far greater choice to your employees.

Ultimately, the right reward and recognition programme can increase employee: motivation, performance, communication, morale, retention and overall engagement. So, it's time to make sure that your programme is working for you!

To find out more about how Personal Group can help support your **employee benefits** strategy, **contact us** or email [letschat@personalgroup.com](mailto:letschat@personalgroup.com).



# EAP: How to help your workers deliver through the stress and pressures of day-day business

**A strong and fit-for-purpose Employee Assistance Programme (EAP) should be a central part of any Employee Value Proposition (EVP). It has certainly never been more important to consider the mental and emotional needs of workers.**

An all-encompassing EAP should offer a range of confidential advice and support services to employees facing any number of personal or work-related problems that might be affecting their mental or emotional wellbeing. Typically, those issues might be related to debt or the stress and sense of hopelessness caused by financial hardship that may seem insurmountable. Those feelings may also be the result of a downward spiral of psychological disorders involving grief, alcohol, drugs or gambling issues, experienced either by a worker themselves or a member of their family.

Far-sighted companies are now setting themselves up to provide the services needed to support, protect and connect their employees with the advice and services they need, especially during a cost-of-living crisis. With company and family budgets stretched to the limit, the hardest-hit workers are looking for support and reassurance and the HAPI app allows businesses to offer both through a range of wellbeing benefits connecting employees' mental, physical and financial wellbeing.

## Support

**Offers and Discounts** – HAPI allows companies to open up a range of savings, making employees' pay to go further at work with canteen discounts and in everyday life with savings on grocery shopping, luxury brands and things like eye tests.

**Physical and Mental Wellbeing** – Companies can support their employees' physical and mental wellbeing with Cycle to work schemes, Online GPs and gym membership, plus mindfulness courses and advice on healthy lifestyle choices.

**Financial and Social wellbeing** – Raising awareness of financial wellbeing support and protection can often be free for companies but is a priceless added benefit for lower-paid staff potentially suffering from financial hardship and debt. Through HAPI, companies can give access to financial support services that workers can trust: from useful signposting and financial education tools to interest-free loans, debt advice, counselling and access to financial advisers and dedicated support lines.

## Protect

**Core benefits** – HAPI enables employees to learn about and access all their essential benefits in one easy place, from Pension and Death in Service to Private Medical and Travel insurance.

**Online Insurance** – Available within the app, Personal Group's easy and affordable insurance products offer workers peace of mind in the case of illness, injury or death.

## Connect

**Flexi benefits** – The digital nature of HAPI gives workers 24/7 connectivity to everything on offer to them, from share purchase plans, season ticket loans, payroll deduction for savings, salary sacrifice schemes and childcare vouchers. Plus information and options around hours and holiday entitlement.

**Recognition** – Community-focused thinking brings people together and recognition plays a major part in that. Whether it's a simple thank you, regular peer-to-peer nominations or management-led community schemes, HAPI enables a company to take control and engage seamlessly with workers.

**Communication** – HAPI enables direct, two-way communications between company and employee through emails, push notifications, surveys and more. Employees will never quite grasp the value of their total reward package, or what is in their Employee Assistance Program, unless their employer spells it out for them. The HAPI app plays a key role in making that happen.



# Increased productivity starts with employee wellbeing

## Look after your most important asset

Over the past few months we have spoken about the power of benefits, financial wellbeing, reward and recognition and boosting employee engagement, the objective is to develop an environment where employees feel appreciated and happy in their jobs.

Collectively, these kinds of initiatives fall under the umbrella of employee wellbeing. Get them right, and you'll boost your productivity in no time at all.

## Understanding employee wellbeing

Once upon a time, employee wellbeing meant building an environment where workers were simply kept safe from accidents and illnesses. But, the world of work has moved on (thankfully!)

On top of physical wellbeing, employers are now concerned with the mental (and emotional) health of their workforce. This may not always be an altruistic pursuit: it's been shown that **higher employee wellbeing leads to increased productivity**.

## Employee wellbeing, absence and the bottom line

Still not convinced? Consider the aspect of presenteeism (where employees come to work, but their productivity is greatly reduced due to factors like injury, illness, or stress).

The Centre for Mental Health found that the cost to the UK economy was a staggering **£15.1 billion per annum**. The same report attributed a further £8.4 billion in losses to absenteeism.

The fix should come as no surprise: better company culture (the fair treatment of employees and the provision of support when it's needed) and a more open environment with regards to mental health. In other words, employees should have a "safe-space" to voice their concerns to managers who are trained to respond appropriately.

This approach can be rounded out with a more holistic approach to absence management – for instance, the CIPD recommends conducting return-to-work interviews to get to the bottom of the causes for the absence. They also recommend maintaining frequent contact in case of longer-term absences – with the sensitivity required to deal with potentially difficult personal situations.

## The employee wellbeing cheat-sheet

Opposite is the **seven-domain model proposed by the CIPD** – which looks at factors that contribute to employee wellbeing. Ensure that you strive towards better employee wellbeing by asking yourself the questions for each category.

## Questions to ask:

### Health

- Do you adequately promote better physical health (e.g., with health benefits or employee assistance programs)?
- Are your workspaces and equipment safe? In addition, are employees trained in personal safety?
- Have you implemented mental health initiatives (e.g., stress management or occupational health support)?
- Do you foster an open and inclusive culture?

### Good work

- Are your line managers effectively trained to sensitively handle people?
- Do your employees enjoy good work-life balance, clearly defined roles and job satisfaction?

### Values & principles

- Is your leadership grounded in strong values, trust and clear missions and objectives?
- Do your CSR initiatives enrich the community you operate in?
- Do you champion diversity through people and processes?

### Collective & social

- Are your employees' voices heard in decision-making processes?
- Do you foster an environment that rewards teamwork and encourages healthy relationships?

### Personal growth

- Do you provide a clear path to career development (e.g., via mentoring schemes or coaching)?
- Do you encourage continuous learning?

### Good lifestyle choices

- Do you promote employee initiatives for better physical health and healthy eating?

### Financial wellbeing

- Do you compensate your employees fairly?
- Do you offer adequate support for retirement planning?

For many small and medium sized businesses this can all seem a little daunting! But don't worry - help is at hand! We offer a wealth of information and support tools to boost the wellbeing of your workforce and make you a more attractive employer.

The OnDemand GP helps employees get medical help fast, while the Support Line delivers immediate assistance for all aspects of mental wellbeing from financial worries through to legal matters. There are also lots of great programmes and self-help sheets for your staff and your managers to fully support your workforce. Employees can also access up to six counselling sessions, either face-to-face or remotely, to help them get back on their feet.

Want more tips for championing employee wellbeing? Get in touch today: [hellohapi@personalgroup.com](mailto:hellohapi@personalgroup.com) to find out what is on offer.

# The ROI of R&R



1.

## Employee satisfaction

Employee satisfaction surveys are generally seen as the most efficient ways to find out the **opinions** and **concerns** of the employee.



Employee satisfaction is a great way to measure the ROI of your Reward and Recognition programme, as it's one of the key focuses of the programme itself.

2.

## Retention rates

Retention rates are one of the easiest metrics to measure when looking at the ROI of a Reward and Recognition programme, as they are already measured by HR.

An **increase** in employee retention can be of huge **monetary value** to a company, as staff turnover is always costly.



3.

## Motivation levels

Staff motivation is another crucial stat to check out when looking at the ROI of your Reward and Recognition offering.

The HR team can conduct short surveys every few months to record the fluctuations in the **motivation** levels across different teams and groups to check if the **incentives** are really making a difference for staff.

## How to measure the ROI of your Reward and Recognition programme.

The return on investment of **employee benefits** can be seen in many different aspects of the employee experience, such as retention rates, staff motivation, staff happiness, employee satisfaction, and length of service. This can make measuring the ROI of a **Reward and Recognition** programme a difficult process, as your return may not be easily boiled down to a monetary value.

Spending money on incentives to keep turnover rates low makes good business sense. But it's also important to make sure that you have found the most cost-effective option for your business - many reward and recognition providers make their money from unused gift cards and e-vouchers, as they retain the cost even when the products go unused.

To discuss your reward and recognition strategy with **one of our experts**, call **01908 605000** or email **letschat@personalgroup.com**.

4.

## Productivity

While monetary ROI is just one small section of the true ROI of employee benefits, it's still important to keep in mind.

Tracking the output of employees can help you figure out the **effectiveness** of your Reward and Recognition **investment**.





# Creating an inclusive reward and recognition programme

## How to ensure your staff are being rewarded as they deserve.

For an employee to feel truly valued it is important they feel their personal contribution to a business is recognised. Often this takes the form of an end of year appraisal, perhaps even with a bonus added to their paycheque, but unfortunately, this can mean that an employee's successes can be forgotten by the time appraisal season comes around. This is one of the reasons it is so important to implement an instant reward and recognition programme, allowing employees to receive in the moment praise for their hard work. Not only does this ensure extra effort does not go unrecognised, in the age of instant gratification, it can help keep employees more engaged all year round.

However, there is such variety in today's workforce that it is near impossible to find a single reward type that works universally for all staff. That's where new tech comes in, with online or app-based reward and recognition platforms it is possible for employers to craft a scheme that allows for each of our individualities.

App based reward and recognition platforms allow for the use of push notifications, which are perfect for a quick 'thank you for a job well done'. **Push notifications** can be sent to specific people, groups or locations, providing a simple and easy way to ensure no good deed goes un-rewarded. In an age where more and more employees are working remotely or are field-based, employee apps allow employees to feel more connected to the organisation. These platforms can also be used for a dedicated reward a recognition service, ranging from simple e-cards to physical or monetary rewards. Not only does it demonstrate that employers appreciate and acknowledge their staff, it enables organisations to give a truly worthwhile reward, maximising impact.

If financial awards are the reward of choice for a programme, then an alternative to cash can make it more memorable and valued is to deliver it via a prepaid card. This means giving the recipient a personalised message with an **eVoucher**, which can either be spent or 'banked' with other rewards added to it until such point that they choose to redeem them.

This allows employees to save any smaller rewards to spend on something extra special. The reward will then be remembered for longer and has less chance of just being incorporated into a day to day spend or used to pay every-day bills.

When it comes to peer-to-peer rewards, it's possible to use a point-based system that acts as a currency, allowing employees to save their points for the exact item that they desire. That solves a plethora of issues that can arise when attempting to choose universal rewards suitable for all staff members. This system can also drive usage of the **employee benefits platform**, encouraging employees to visit the platform or app to give recognition to colleagues, check the wall of fame or check in on their points total.

Many recognition programmes rely on managers distributing gift cards or physical vouchers as a thank you to staff who go the extra mile. However, gift cards can be problematic for employers, as they often go unredeemed by employees, either because they don't frequent the shop where the reward is offered or have simply forgotten to spend the voucher before the expiry date. It's estimated that **£250 million** in breakage (where funds go unspent on unredeemed or expired gift cards) benefits the retail industry each year. Even with e-Voucher rewards, it's important to check whether these unredeemed funds are returned to your cash float as the employer, or if they are 'gifted' to the retailer or platform provider.

Increasing the engagement levels of employees is always good for business. But it's also important ensure that whichever scheme you run is a good fit for your wider business objectives and presents a tangible return on investment.

It is important to remember that the true ROI of a **reward and recognition** programme isn't always a direct monetary value. Other savings are seen in an increase in retention rates, staff motivation, staff happiness and employee satisfaction.

For more information on how to measure the ROI of a reward and recognition programme, check out this **handy infographic**.

If you haven't already, don't forget to **subscribe to our blog** for weekly insights straight to your inbox.



We can't wait to help you engage and reward your talent - contact us today.

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