

CULTURE HACKER
REPROGRAMMING THE EMPLOYEE EXPERIENCE™

Recognition Guidelines



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Objective: This model is designed to allow managers to appropriately determine how to recognize their employees based on how they process information.

Format: Walter Burke Barbe proposed the VAK model for learning. The model is useful because it allows us to understand how people process information, which is essential for communication. People learn and process information visually, auditorily, or kinesthetically. Visual learners prefer seeing or reading to understand, while auditory learners process by listening. Kinesthetic learners learn by experience and doing. The same applies to recognition; some people like to hear their recognition, whereas others want to see recognition and be able to show others. Other people need to experience recognition; they must taste it, touch it, or do something as a result of it. Take the time to understand how your employees would best connect to being recognized—and then make that recognition a habit.

Say

- One-on-one as part of informal feedback or a meeting, regarding:
 - How they would like to be recognized
 - Their development and career
 - Taking on more responsibilities
 - In front of a small group
 - In a meeting or team celebration in front of a large group

Write

- A personal note or Post-it
- A thank-you card
- A poster, certificate, or badge (on a technology platform)
- Remember to write legibly and spell correctly

Do

- Give a high five or way-to-go gesture
- Work alongside them
- Eat lunch or spend time with them away from their work area
- Bring a treat, food, or water
- Complete a task they may not like to do
- Provide a gift or some form of reward

“Appreciation can make a day, even change a life. Your willingness to put it into words is all that is necessary.”
—Margaret Cousins, Indian-Irish poet