



# > Gathering Data

Recognition Advocates will be best served by first gathering important data points to immerse themselves and understand from a different perspective what is already in place. Developing a successful recognition system requires it to follow the “heart” of your organization.

**Current practices:** Develop a list of current practices including all activities, recognition communications, and the moments that are actually recognized. Resources:

- > [Activity Inventory Form](#)
- > [Communication Inventory Form](#)
- > [Recognition Inventory Form](#)

**Organizational data:** Gather organizational information including:

- > Current business objectives
- > Core values
- > Voice and brand of the organization

**Survey data:** What are employees thinking and feeling. Study:

- > Annual engagement surveys
- > Pulse surveys

**Objective:** Know what your goals are. This will give you a lens through which to evaluate your planning, successes and determine what needs refinement.

