



Develop your Blueprint

A blueprint enables you to look beyond the individual recognition programs/moments you deliver and create a system that will be a key element to shaping your employee experience, align with your goals and fit your organization's brand. Your blueprint is a map of all of the recognition moments, delivery methods, communication tools, and back-office activities employees never see but are essential to delivering the end result. Best of all the blueprint will create the conditions for a sustainable process to ensure repeatability.

Create structure

- > Place current practices that are meaningful into the appropriate recognition category.
- > Use insight you have uncovered in your data gathering and assessing to ideate additional recognition moments that fill gaps from the most-simple of noticing effort to rewarding results.
- > Assess your new ideas for:
 - Practicality
 - Function
 - Alignment to objectives and organizational brand and values
- > For the system and each recognition moment develop guidelines for recognition delivery. This includes:
 - Criteria that guides when someone should be recognized
 - Frequency - how often people are recognized
 - Timing - proximity to the action
 - Deliver channel
 - By whom

Packaging your recognition: Beyond the actual recognition moments and criteria for delivery your system needs to include other vital components to create sustainability, repeatability and success. You have been working closely to create the system. Create a path to ensure users of the system deeply understand how the system works.

- > Communication
 - Clearly communicate recognition criteria frequently.
 - Communicate your recognition initiative consistently and through multiple channels.
 - Create individualized recognition communication to how someone wants to be recognized.
- > Training: Everyone plays a role in recognition.
 - Develop training and implementation tools for individual contributors to senior leaders. Training and tools will vary based on the role type.
 - Continuous training. As people shift from individual contributors to managing people different recognition skills are required.
 - Reinforce training by recognizing those who are consistently implementing your recognition initiatives.
- > Coaching: We each have different strengths, not everyone is naturally comfortable delivering a recognition moment. Coaching:
 - Language to message recognition moments.
 - Model acts of encouragement to inspire others to recognize.
 - Coaching builds confidence and ensures recognition is delivered authentically.
- > Recognition delivery
 - Encourage the use of all types of recognition moments.
 - Reinforce use of established criteria to ensure recognition is delivered consistently.
 - Use of different recognition delivery channels will help to keep your initiative fresh.
- > Alignment
 - Create a pre-launch check and balance to the system. Are all elements of your blueprint aligned to:
 - Meaningful for your workforce
 - Department and/or organization objectives
 - Core values
 - Brand voice and messaging
 - Creating a network of advocates. During your process development you have tapped individuals for their thoughts and insight.
 - Onboard them early and test your system
 - Listen to their oh no's and WooHoo's
 - Evaluate if their oh no's are about resistance to change or an issue you overlooked. Take appropriate next steps.

