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## A Niche Resource

### Flattening the Productivity Barrier

#### Atta-Girl! Atta-Boy!

- A credible example for rewarding based on peer-to-peer acknowledgment of performance.
- Building self-worth and team spirit within the work group.
- Acknowledgment of inter-departmental and intra-company support towards productivity.

#### Thank You! Job Well Done!

- The words alone do not have a sustaining quality.
- An employee will soon forget a cash award or even what the cash was spent on.

#### But - What will carry a lasting impression and act a re-enforcer of behavior?

- Holding a tangible item and then having a keepsake as a reminder
- Especially if the keepsake is selected with the audience in mind.

#### The SHRM makes the following observations:

- Companies are spending more than \$500 million annually on service award programs that do not work →
  - Most current programs have an outdated paradigm →
    - Employees, on the average, will turn over every 10 – 15 years.
    - Employees do not want service anniversary gifts logoed.
    - Today's mobile society demands life-style & technology oriented awards.
- If a program can make an employee feel valued, recognized or appreciated →
  - Employer turnover is reduced and attendance is improved.
  - Productivity is increased.
  - Sales objectives are met and exceeded.
  - Positive attitudes abound and infect across department lines.

#### Thoughts in Summary .....

- In today's "world is flat" economy, it is people who provide the core resources for global competitive advantage.
- Employee behavior is measured by the impact on the outcome deliverables and can thus be quantified for measurement.
- Positive empirical feedback and an appropriate recognition "keepsake" will foster a self-worth that translates to team spirit, flattening barriers, enhancing productivity and contributing to the bottom line.