

Recognition Driving Results

Video Transcription

Hello! This is Alex Powell from Brand Integrity. In this video I will discuss the difference between reactive and proactive recognition and how proactive recognition can help more quickly achieve business goals. This video is especially valuable for those that are looking for help on finding actions to recognize and for those that want to increase the impact recognition is having on results.

Most people's default is **reactive recognition**. **You see, hear, or read something great** and you recognize others for it. As if you are walking along minding your own business and a recognition falls in your lap. A story that calls out for recognition in person and in the online platform so that others can learn from it.

Proactive recognition requires a bit more thought, but it is a powerful tool to drive those results that are most important to you. **Start with the goal** you are looking to achieve. Let's say you are concerned that the team isn't demonstrating urgency in conversations with clients and that there is a risk business is being lost. You have a goal of increasing response time. Start by sharing this goal with the team, but just telling the team to get faster doesn't always have the kind of long-term transformational impact you'd like, and will this even work with teams you don't oversee?

Instead follow-up your request for increased speed by **recognizing those that are already contributing to fast responses**. Who are the team members that are consistently good at quickly getting back to people? Submit a recognition for consistently good work – and very importantly – highlight the impact this responsiveness has to the company. Then use this recognition as your One-minute Reminder at the start of your next team meeting.

As you continue to focus on this goal we aren't suggesting you submit formal recognition every time someone replies to an email in less than 8 hours. Usually powerful proactive recognition is a combination of highlighting great examples online and face-to-face recognition as a reinforcement.

Let's review:

- **Identify your goal** (increased response time, reduced waste, reduced accidents, increased cross-selling)
- **Share the goal** with the team
- **Start recognizing** the small but important actions that build to this goal in the online system and in person
- Remember to **focus on the impact** these actions are having so people are more likely to understand the importance of joining you in this goal

This technique leads to you getting the results you want while building an engaged culture. It's a win/win.

To get more information on these habits go to brandintegrity.com's Learn page.