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Dear Workforce: What About the People Who Don't Get Rewards?

Don't worry too much about employees who don't receive recognition. All they have to do to earn recognition is start doing those things that matter most to your company.



Dear Workforce:

We'd like to reward employees for suggestions, innovation and other performance that goes above and beyond. Our managers want to hand out gift cards "on the spot." I'm concerned about the long-term effects on the morale of those employees who don't receive awards. Any tips?

— *Precedent Setter, human resources manager, agriculture/forestry/fishing, Lowell, Oregon*



Dear Precedent Setter:

The way you're focusing your efforts is good. The most meaningful and motivating forms of recognition are the ones given by managers to their direct reports for going above and beyond, doing good work, and acting in ways that are consistent with the organization's values and goals.

If your managers do this in a timely and sincere way--consistently focusing on desired behaviors and performance deemed critical to your organization's success--the practice should improve morale of high-performing employees. They're the ones that you want to motivate the most.

Don't worry too much about employees who don't receive recognition. All they have to do to earn recognition is start doing those things that matter most to your company. A greater concern is keeping the practice fresh and the energy level high over time. Consider ways to spotlight success stories and positive examples by your managers. Recognize managers who consistently provide recognition to others in your organization. It will increase your chances of long-term success.

SOURCE: Bob Nelson, Ph.D., president, [Nelson Motivation Inc.](http://www.nelsonmotivation.com), San Diego, California, author of [1001 Ways to Reward Employees](http://www.1001ways.com).

LEARN MORE: [A Reward Money Can't Buy](#).

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