

PAPER Orange

FROM THE
O.C. TANNER INSTITUTE

WE ARE COMMITTED TO
RESEARCHING AND SHARING
INSIGHTS THAT HELP
ORGANIZATIONS INSPIRE AND
APPRECIATE GREAT WORK.

GLOBAL BEST PRACTICES FOR RECOGNIZING EMPLOYEES

An essential guide for influencing greatness around the world—in the right way.

We surveyed HR leaders in 12 different countries spanning from the United States to Hong Kong.

Why? Because we know that **people** are a company's most important asset, and we wanted to understand the **why, when, and how** companies appreciate and recognize their people around the world.

We found that understanding how recognition is not only given, but perceived, is vitally important to the recognition program's success.

WHY

Let's start with why.

What is the reason for implementing a recognition program? Is it the same in China as it is in Brazil? The answer: yes.

Across the world, we found that **39%** of respondents' overall recognition objective was to motivate, boost morale, and enhance performance.

The top business objectives were also similar from country to country. The number one goal for implementing a recognition program was to **increase profits and revenue**. In a close second, to improve the **quality of work**. And, last but not least, to increase **performance, innovation**, and overall **employee satisfaction**.

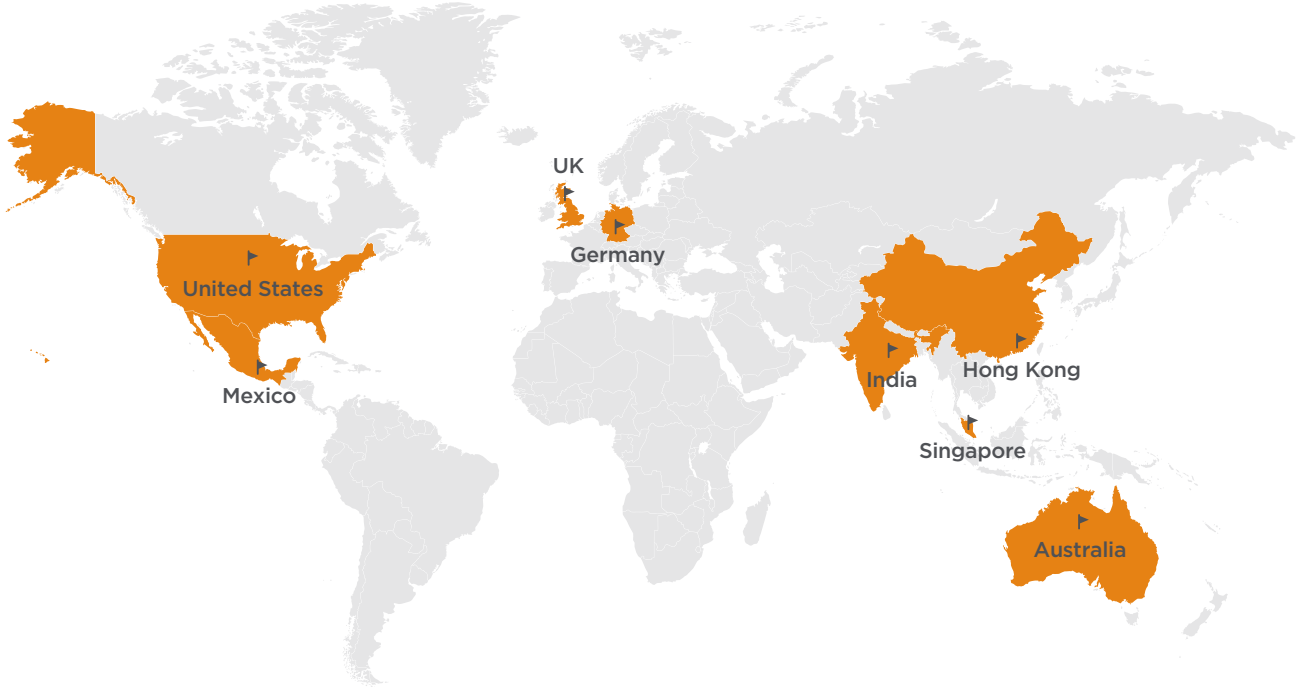
WHEN

When is recognition given?

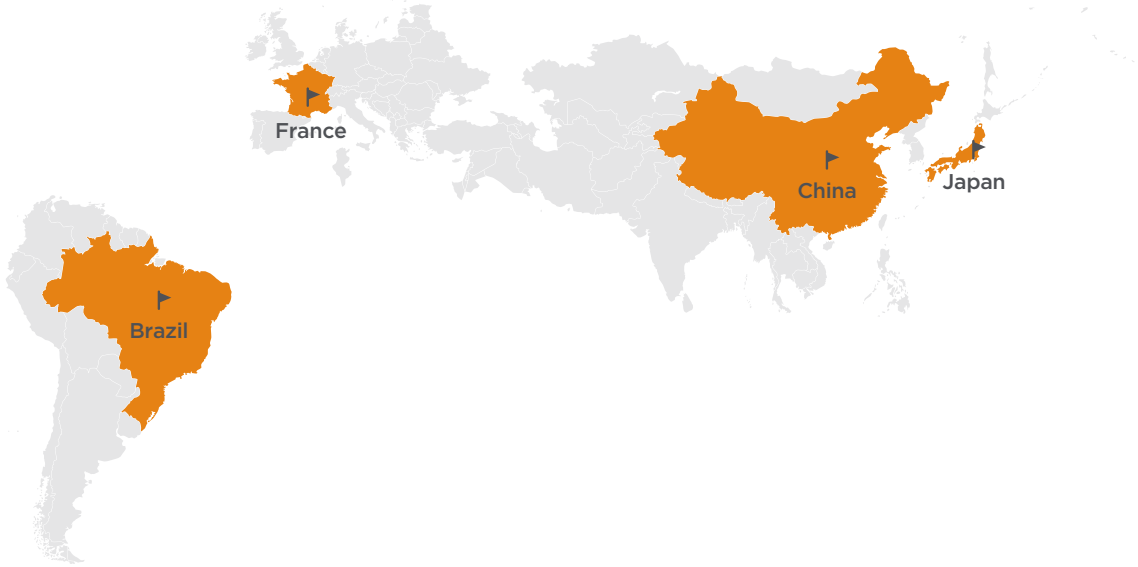
Recognition is usually given when one of two things occur: **1)** when an employee does an outstanding job, or **2)** when an employee celebrates an anniversary with the company.

The biggest differentiator we found between when recognition is given largely depends on where the organization is located.

Countries where celebrating years of service is more popular



Countries where above and beyond performance is more popular



HOW

How recognition is given around the world.

Across the globe, verbal recognition is by far the most popular recognition vehicle. Whether it's part of a meeting in front of colleagues, just between two employees, or over a webcast, verbally expressing thanks ranked number 1 from country to country. The second most popular tool for giving recognition was using email or a formal recognition platform.

However, the biggest differentiator we found when it came to how recognition is given comes in the form of the award. For example, in India symbolic awards and redeemable points were more desired, while companies in the UK much rather receive vouchers. Brazil and China both offer vacations and tangible gifts while in Australia employees prefer treats and sharing the experience with their team.

Overall, recognition has its own cultural nuances that are important to understand when working with global organizations. It's critically important to appreciate and recognize employees in a meaningful way, especially for organizations that work across borders, oceans, and cultural boundaries.

Read more about best practices for effective global recognition [here](#).

DISCOVER MORE RECOGNITION BEST PRACTICES AT [OCTANNER.COM/INSTITUTE](https://www.octanner.com/institute).

Making Recognition Programs Successful, Aon and O.C. Tanner Institute

