

The Employee Recognition Quick-Start

A one-page field guide for managers. Match the moment, make it land, and mark the milestones that deserve to last. The goal is never to spend the most. It is to fit the recognition to the achievement and the person receiving it.

► Match the moment to the recognition

WHEN THIS HAPPENS	REACH FOR
Everyday excellent work	Specific thank-you
Quiet, behind-the-scenes contribution	Private manager note
A major project ships	Project recognition
A shared team win	Team award
Sales or customer milestone	Personalized award
Innovation or a smarter process	Innovation award
Professional growth earned	Course or certification
Work anniversary or 10+ years	Years-of-service award
Retirement or career milestone	Personalized keepsake
Remote team member	Mailed gift plus a note
Someone who dislikes attention	Private recognition

► Make it land: 5 qualities

- **Authentic.** Tie it to a real contribution, not the calendar.
- **Specific.** Name the action, the result, and their part in it.
- **Personalized.** Ask how each person prefers to be recognized.
- **Fair.** Use clear criteria so it never reads as favoritism.
- **Timely.** Recognize it while the work is still fresh.

► What to engrave on an award

- ☐ The recipient's name
- ☐ The specific achievement
- ☐ Why it mattered
- ☐ The date, milestone, or company

A named, specific inscription is what turns a generic plaque into a lasting record of what the person did.

Free

Specific thank-you, peer shoutout, leadership note

Under \$25

Coffee, lunch, handwritten card, small gift

\$25 to \$100

Team meal, engraved desk gift or award

\$100+

Development, experience, premium milestone award

Ask before you assume. In Gallup and Workhuman research, 29% of employees prefer private recognition, 7% prefer public, and 64% prefer a combination. Only 10% say anyone has ever asked how they like to be recognized. One question turns a guess into a plan.

ENGRAVINGSHOP

When the moment deserves something permanent

We create personalized awards and keepsakes engraved with a name, the achievement, and the date, for service milestones, retirements, sales wins, and company-wide recognition programs. Logo and bulk orders welcome.

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