



# Winning the Budget Battle for Recognition



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A woman in a white blazer is presenting in front of a large screen displaying financial charts and data. The screen shows a bar chart titled 'Total Income' with values ranging from 10,907 to 13,585. Below it is a line chart titled 'Positions' with a peak at 8:11AM. The woman is holding a pen and gesturing towards the screen.

# Tips for Managers

Budgeting for recognition matters. If you are making a case for a bigger recognition budget, here are some tips to set the table for success.

# Tie recognition to business outcomes



If your organization or leadership is hesitant to invest money into recognition, emphasize the benefits. A budget isn't just a list of wants and costs. It's about connecting the dots between what you're asking for and positive business outcomes that will follow.

## **Recognizing and engaging your employees leads to teams with:**

- 50% less turnover
- 21% greater profitability
- 17% higher productivity
- 70% fewer safety incidents
- 41% less absenteeism

Source: Gallup

Plenty of data confirms the benefits of recognition. When it hits the mark, employees are five times as likely to be connected to the company culture and four times as likely to be engaged. Plus three times as likely to feel loyal to their company.

**When recognition hits the  
mark, employees are...**

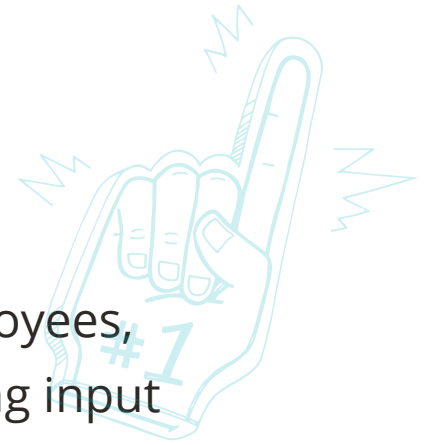
**5x**

**as likely to be connected  
to the company culture**

**4x**

**as likely to be engaged**

# Gather team input

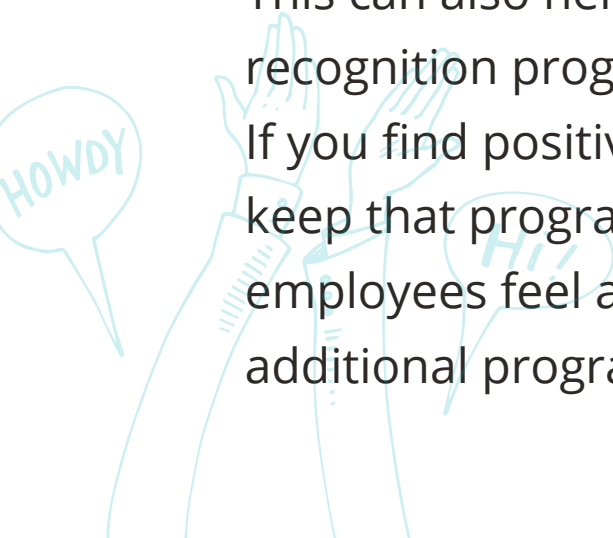


Seek out feedback from front-line employees, peers, and even higher-ups. By gathering input from all types of employees, you'll have a full story to tell. Ask questions about how appreciated they feel. This can be done during team meetings, one-on-ones, or anonymous surveys.

## Questions to consider asking:

- Have you been recognized in the past week?
- Do you feel appreciated?
- What type of recognition do you value most?
- Rank rewards in order of their value to you.
- Do you feel all staff is recognized fairly?

This can also help you narrow down the type of recognition program you'd like to suggest or pitch. If you find positive feedback about service awards, keep that program. But if you also find not many employees feel appreciated in general, explore additional programs you can couple together.





## Leverage recent budget data

When reviewing the budget data from the prior year, think about what worked and what areas need more resources. Look at data and compare money spent with the number of employees that were reached with recognition. Companies may find they're spending a lot of money to reach only a small portion of people. Consider this scenario:

**\$16,375**

spent on a service  
award program

**6%**

of employees reached  
with an award

If you find your company with results similar to the above, think about changes that can be made to increase reach. Propose taking a big budget and breaking it up to recognize and empower all employees on a more frequent basis. All your people deserve appreciation and recognition for the hard work they put in daily!




## Be prepared and organized

Do your research. Coming prepared to fight for a recognition budget with data and positive benefits laid out will help you win the budget battle. Being organized and prepared communicates that this is a resource that should be seriously considered.

### **Before the budget meeting, think about:**

- How you can present clear/compelling data
- What tools/training will be needed for success
- Which recognition providers might be a good match to partner with
- Who will help you advocate for recognition



To put yourself in a good position to negotiate, be a good partner to the finance team throughout the entire year. Submit expenses on time, speak with them regularly, and do your best to know details of the budget. You'll be in good standing with the team and know more of the ins and outs.



# What's Next?

We help organizations create a program within their budget that has a holistic approach to recognition. We've got everything from formal service awards to a digital platform.

We love enabling organizations to shine a light on all the moments that matter. Let's partner together!



recognition.com