



SETTING UP A PEER-TO-PEER

RECOGNITION SCHEME

A QUICK GUIDE FOR HR





PEER-TO-PEER RECOGNITION

IF YOU'RE AN HR PROFESSIONAL LOOKING TO BOOST EMPLOYEE PRODUCTIVITY AND ENGAGEMENT, AN EFFECTIVE PEER-TO-PEER RECOGNITION SCHEME MAY BE JUST THE ANSWER YOU'RE LOOKING FOR.

It's easy to understand why, too. Recognising the successes and contributions of employees is crucial to the development and success of a business. And, as our own research discovered, recognition is vital to [sustaining positive company cultures](#): helping to build thriving, supportive working environments, improving rates of staff attraction and retention, and enhancing employees' sense of job satisfaction.

However, initiating a peer-to-peer recognition scheme isn't as simple as flipping a switch. Any type of recognition strategy takes time and planning to be truly successful

So, if you're looking to introduce a peer-to-peer recognition scheme in your business, here's a quick guide to get you started...





1. GET BUY-IN AND ADVOCACY FROM LEADERS

Your organisation's senior leaders are ultimately responsible for the culture of a business – meaning any recognition scheme you plan to implement **must** have their full backing.

In addition, they must also be its biggest advocates: setting the example for others in your business to follow.

How to do this:

Engage with your senior leaders and involve them in your recognition scheme from the very start. Clearly identify the reasons why your business needs such a scheme, let them ask questions and listen to their own ideas or suggestions.

It's at this point you should also consider identifying someone influential within the business who can be your scheme's champion. Focus on finding someone who has influence and credibility in your organisation, and also buys in to your initiative. This will help give weight to your scheme and build engagement with the very people you want it to be approved by.





2. DO YOUR RESEARCH

Once you have spoken to your senior leaders and (hopefully) gotten that all important buy-in, you'll need to undertake thorough research to support the successful roll-out of your scheme. For example:

- Who will be the scheme's best advocates?
- How will your business reward employees who continually demonstrate they're going above and beyond the call of duty?
- Will there be costs you'll need to consider?
- How will you communicate the scheme to your workforce?
- And, how will your scheme tie in to your company's overall strategic objectives?

Once you have answers to those types of questions, you'll be in a better position to understand what you'll need to do to ensure your recognition scheme is a success.





3. SET RELEVANT GOALS, CRITERIA AND TARGETS

It's **vital** to set relevant goals and targets for your peer-to-peer recognition scheme.

Ideally, you ought to set goals that tie in with your organisation's key strategic objectives and support the behaviours you deem critical to business success.

In addition, consider the criteria for recognising the efforts of your staff. Employees across your business should give recognition - ideally - for behaviours that reflect your stated company culture or demonstrate willingness to go above and beyond the call of duty - not just completing regular day-to-day duties!

You and your employees could formally recognise:

- Great examples of teamwork
- Providing exceptional customer service
- Professional career development
- Going the extra mile (for customers or for colleagues)
- Ongoing commitment to the business
- Taking on additional duties or tasks outside of their contractual role
- Exceptional innovation and creativity



4. TRAIN AND SUPPORT LINE MANAGERS

Your line managers will be key to any successful peer-to-peer recognition scheme you implement. This is because employees are more likely to become highly engaged with their work and the workplace if they get recognition for their good performances from line managers and senior leaders.

However, your line managers will need to understand how they can properly recognise their employees for their efforts. This is where you'll need to ensure they have the right training, support and resources needed to communicate and implement your recognition strategy effectively.

You can start by:

- Encouraging managers to give regular recognition on a regular basis
- Emphasise how recognition shouldn't be ambiguous. Highlight the importance of why they need to break down to their employees why **exactly** they're being recognised
- Ensure that recognition isn't just about someone's performance: it's about recognising the person



5. MAKE IT TANGIBLE

It's not enough to simply tell your workforce to thank each other more.

It's vital you use a dedicated system that can quickly and easily record your employees' achievements, and that your people are also notified when they receive recognition from a colleague.

For example, an HR software solution that includes an integrated peer-to-peer recognition system can be easily managed, is fun and intuitive for employees to use, and can be quickly adapted to reflect the core values of an organisation.

Along with building a culture of recognition throughout a business, it can also provide HR teams with valuable insights into the levels of collaboration across a workforce, and a greater understanding of the workplace culture.

That type of information can be vital when it comes to reviewing the overall performance of a workforce or enhancing more strategic engagement strategies.

6. RUN A PILOT SCHEME

Although you may have planned your recognition scheme meticulously, there's no guarantee of first-time success. So, before you formally launch any peer-to-peer recognition scheme, perhaps consider trialling it first within a team, department or satellite office.

It's at this point where your scheme advocates will come into play. They will be the ones who initially champion the scheme, but will also be able to help you understand what works and what doesn't. This will give you vital information to use in order to fine-tune the scheme before a wider launch



7. COMMUNICATE THE LAUNCH...



This is where your marketing teams can help you make the biggest impact. For your peer-to-peer scheme not to be missed, set up a company-wide launch event.

If your workforce is primarily based in a shared location, such as an office, think about producing desk-drop leaflets highlighting your new scheme and why it's important. Put information on company noticeboards, and provide managers with guidelines on the scheme so that they can properly brief their staff.

For workforces that are based remotely, use your HR portals and shared workspaces to communicate the scheme to your employees, and send company emails in the run-up to the launch to drum up vital interest.

8. ... AND KEEP COMMUNICATING!

Peer-to-peer recognition schemes – like many important HR strategies – are not fire and forget exercises.

It's vital you keep your scheme at the forefront of your employees' minds after its launch – after all, the last thing you'd want to happen is enthusiasm dying down and people forgetting to be involved.

Use the research and information you gathered from your pilot event to help steer your ongoing activities. You could also carry out research into how your employees communicate to keep your workforce up to date on who's been recognised and for what, and additional scheme updates.



9. MONITOR RESULTS AND ENCOURAGE FEEDBACK



Remember to track how your programme progresses and whether your employees are engaging with it as you intended.

For example, you may want to initiate a pulse survey to understand if it's having a positive effect on your workforce, or if there's anything that can be improved upon.

Remember, it's important your employees see the value in participating in peer-to-peer recognition schemes; so, always act on - or at the very least respond to - the feedback you receive.



10. MAINTAIN AND IMPROVE

Lastly, and as we mentioned earlier, a recognition scheme is an ongoing project for any organisation.

That means you'll need to ensure you maintain momentum and engagement by regularly communicating with your staff, examining what improvements or enhancements could be made, and ultimately rewarding those who consistently go above and beyond the call of duty.

For example, the data you gather from your recognition system could indicate that certain employees are regularly working outside their contractual hours to help others.

You may want to consider rewarding them with the gift of time off in lieu, or an experiential reward they can enjoy in their own time.

It's little gestures like this that employees value as they know their efforts are being acknowledged and valued by their employer - a true mark of a positive company culture.



WHO WE ARE

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Trusted by thousands of HR professionals in the UK and worldwide, our mission is to make it easy to transform HR by providing best-in-class HR software that streamlines and improves every aspect of human resources management - saving you time and helping everyone work smarter together.

We also provide dedicated customer support that's second to none, along with monthly system releases that ensure you never, ever, have to pay for expensive implementations or future upgrades again.

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