

Deliver incredible recognition by celebrating employee service anniversaries

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“I am happy to see our leaders see value in giving gifts to employees like this for service anniversary. Nicely done. Keep doing it. I like all the choices also! Thank you very much!”

“I was happy with the choices and the overall selection and the process was very easy, can’t wait till my 20 years come up.”

Recognition, when it’s at its best, has a certain feel to an employee. When it’s right, it can become memorable. It can spur on higher engagement and motivation to keep working and doing great things on behalf of the organization.

At its best, it can be incredible.

Our job as human resources professionals is to offer a set of tools that mean something to as many employees as possible.

According to our [New Rules of EngagementSM](#) research, employees who feel they’ve received that “incredible” recognition deliver far better results:

87% of employees who have received incredible recognition say that their employer brings out their best ideas. Only 46% of those who have not received incredible recognition say the same.

95% of employees who have received incredible recognition say that they are willing to work especially hard for their organization’s customers, versus 77% of those who have not received recognition.

If we want our employees to be creative and engaged to work hard for our business and on behalf of our customers, we need to recognize them in ways they see as incredible.

So, what is “incredible” recognition? To gain specific ideas about what constitutes “incredible”, in our New Rules of Engagement research we got into the specifics of the issue. We asked:

“Thinking about recognition you’ve received during your career, what is the most memorable recognition you’ve ever received?”

According to our research, one of the most “meaningful, memorable and motivational” forms of recognition for employees is when their employer recognizes ... **their service anniversary.**



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It turns out that being recognized for their service anniversary is one of the ten most frequently mentioned forms of recognition that was identified in our study. Interestingly, participants who had just made it to their first year at a company saw this as meaningful and, on the other end of the life cycle, participants who had achieved thirty-five years of tenure indicated this was the most memorable recognition for them. There are other experiences employees view as incredible recognition—a promotion, a year-end bonus, winning “employee of the year.” But it’s clear a service anniversary is something that’s important to a large segment of employees, along with other performance-based achievements.

Let’s think about this for a moment. If you are just starting your career at a company, you may be working hard to make sure you “fit in.” You want to be successful and hopefully in the relatively short period of time you’ve been there you’ve figured out your role and where you can make a contribution. Recognizing a service anniversary for someone with a year of service under their belt is one way an employer can say: “Hey, you’re on your way and we’re glad you’re here!”

And if you’re in the fourth quarter of your career, having that acknowledgement of your tenure, although very different than the person with one year of service, is still quite meaningful. It can be a powerful reminder of all the wonderful things an employee has contributed over the course of a long career.

Making sure employees feel special on their service anniversary is a big deal so we need to make sure we optimize this opportunity. Whether it’s one year, five years, ten years or even 35 years, employees are telling us that having an employer acknowledge these milestones is important... to them. So let’s do all we can to make that career milestone meaningful, memorable and motivational.

To learn more about how BI WORLDWIDE can help you deliver an incredible service anniversary experience, visit: BIWORLDWIDE.ca or email canada@BIWORLDWIDE.com.

