

According to Gallup's analysis, only one in three workers in the U.S. strongly agree that they received recognition or praise for doing good work in the past seven days.



## Why Leadership Accountability Matters in Recognition?

### Strengthening Organizational Culture



A consistent recognition strategy from leadership creates a culture where employees feel valued, ensuring alignment with organizational values and objectives.

### Trust and Leadership Go Hand-in-Hand



Without accountability, trust diminishes. And without trust, effective leadership becomes impossible.



By showcasing where individuals stand in terms of Recognition and Rewards in relation to these overarching goals, we foster a sense of alignment and accountability throughout the organization.

**Capt. (Dr.) Pranav Prasoon Thakur**

Chief People Officer at TruKKer



## Key Steps

# Leaders Can Take to Ensure Accountability

### Reinforce Desired Behaviors

Recognition should always be linked to specific behaviors that align with company values. When leaders recognize innovation, collaboration, or customer-centricity, they reinforce these key behaviors across the workforce.

1.5X

greater program effectiveness on objectives related to behavioral reinforcement is reported by companies that have adopted R&R practices, compared to traditional objectives like retention.

### Implement Broad-Based Recognition Programs

Recognition should not be reserved for top performers only. A broad-based approach ensures fairness and prevents disengagement from employees who may feel overlooked.

### Hold Managers Accountable for Recognition Practices

Leaders must ensure that managers follow through with timely, personalized recognition that aligns with the company's goals.

### Ensure Timely, Meaningful Recognition

Adequate and timely recognition demonstrates to employees that their contributions are appreciated and valued at the right moment.

According to a Gallup workplace survey, employees responded that the most memorable recognition comes most often from

28%

An employees manager

24%

A high-level leader or CEO, the manager's manager

## How Leaders Can Hold HR & Employees Accountable



### HR Accountability: Implementing the Right Recognition Tools

Ensure that HR professionals select platforms that facilitate effective recognition, provide data-driven insights, and maintain fairness across all employees.



### Encouraging Peer-to-Peer Recognition

Leaders must actively support and encourage employees to recognize each other's efforts.



### Employee Accountability: Participating in Recognition Culture

Empower employees to engage in and uphold recognition practices along with holding the leaders accountable for maintaining consistent recognition practices.



Learn more about Navigating Leadership Accountability in Recognition Practices Here