

EnCana's "High-Five" Recognition Program



Executives at EnCana Corporation know that money isn't the only way to motivate employees. But this point became vividly clear soon after the Calgary-based energy company launched its "High-Five" recognition program. The program gave employees and managers the right to recommend any deserving colleague for a high-five card, which is redeemable for \$5.00. But rather than cashing in their cards for money, many employees displayed the cards in their offices.

Companies can learn from this example, the visible symbol of recognition was apparently worth more to many people than the cash value of the card.

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