

Peer Recognition Programs



At Virgin Trains, the British rail service, employees nominate one another for monthly “Great Service Awards.”

Nationwide Insurance employees in Columbus, Ohio, use the Intranet to recommend coworkers who have gone above and beyond their job for a “You Got Caught” award. Nominated employees receive an e-mail, and everyone who gets “caught” is treated to a lunch celebration.

Employees at Progress Energy in Raleigh, North Carolina, receive a booklet of coupons resembling currency. The coupons are distributed—up to \$25 per award—to colleagues as a show of gratitude. “Everybody needs encouragement, and everybody needs their work to be recognized,” says Julie Hans, a member of the Progress Energy’s communications department.

Companies can learn from these examples, many companies have introduced formal programs that encourage peer recognition for a job well done. However, while peer recognition is important, many other employees respond best to recognition from senior executives.

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