



Celebrate, Reflect, Refresh

Your Year-End Recognition Playbook

Recognize Customer Masterclass



What Is Your Biggest Year-End Priority?

Opening Poll

A

Engaging employees during the holidays

B

Celebrating achievements

C

Reviewing program performance

D

Planning for next year



Your Year-End Planning Toolkit

Checklist

What to review as you close out the year

Workbook

Where to capture findings and next steps

Keep the tools open as we move through **Celebrate, Reflect, Refresh.**

Checklist & Workbook

Engagement That Fits a Busy Season

- **Short activities during work time**
- **Specific appreciation for real contributions**
- **Optional participation and inclusive choices**
- **Access across locations, shifts, and time zones**
- **Practical support for workloads and leave coverage**

November: Gratitude and Connection

Thankful Tuesdays

Thank someone who made work easier.

Cross-Team Appreciation

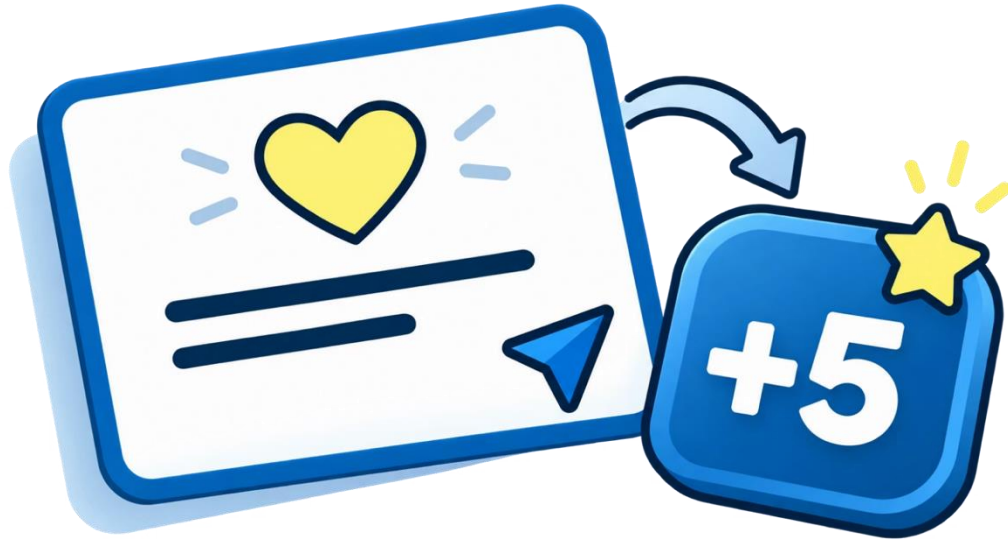
Recognize a colleague outside your team.

Behind-the-Scenes Thanks

Spotlight the work people rarely see.

Choose one campaign your team can manage.





Reward the Recognizers

Celebrate the people who help appreciation spread.

Define the window, eligibility, award limit, and fulfillment before launch.

Campaign Example

Send a meaningful recognition during a gratitude campaign and earn 5 bonus points. This is a campaign example requiring manual or account setup confirmation.

Recommended Rule

One award per participating sender.



Challenges That Encourage Connection

Each Challenge needs a clear action, deadline, completion criteria, and reward.

1 Gratitude Bingo

Complete a row of appreciation activities.

2 Cross-Team Thanks

Celebrate a contribution outside your team.

3 Team Win

Share a moment worth remembering.

Year-End Challenges That Help Teams Finish Well

Document a useful process

Complete a project or leave handoff

Share a lesson learned

Submit a team achievement

 Choose actions employees can complete within normal work responsibilities.





December: The People Behind the Year



Five Days of Appreciation

A structured week of recognition leading into the holiday season.



Optional Recognition Exchange

An inclusive, voluntary way for colleagues to appreciate each other.



Specific Leader Thank-Yous

Encourage leaders to offer personal, specific appreciation.



A Collection of Team Memories

Gather highlights from the year to share and celebrate together.



Choose one activity and offer ways to join across shifts and locations.



Annual Nominations and Meaningful Awards

Suggested categories:

Ask for a specific contribution and its impact.

Publish clear criteria and a realistic review timeline.

Values in Action

Unsung Hero

Customer Impact

Team Impact

Culture Builder

Holiday Appreciation Through Points and Rewards

Pair with a Thank-You

Pair holiday points awards/bonuses with a sincere thank-you. Use the Bulk Recognition feature to make sure all employees are reached!

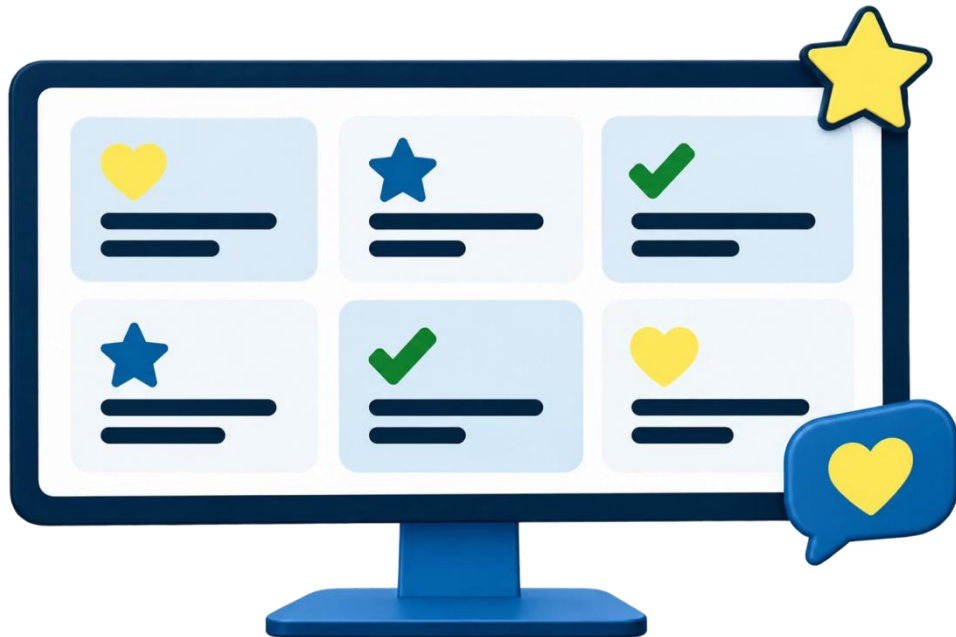
Refresh Seasonal Rewards

Update custom rewards to reflect the season and what employees actually want.

Explore Live Events

Theatre, concerts, and sports. Example: search for The Nutcracker where tickets are available.





Appreciation on Display

November Gratitude Wall

A visible, ongoing collection of appreciation during the gratitude campaign.

Holiday Helper Wall

Spotlight the people going above and beyond during a busy season.

Recognition Screens Across Shifts

Ensure visibility for all employees regardless of when they work.

Live Appreciation at Annual Town Halls

Pair Kiosk Mode's live stream with a separate curated montage for annual milestones.

- ❏ Reflection prompt: Which contribution deserves more visibility?

Recognition That Builds Culture

How Visions Federal Credit Union sustains engagement, strengthens values, and turns recognition data into action



Kendra Pickett | Employee Experience Manager

Visions Federal Credit Union

What we will cover

A practical look at the operating system behind a sustainable recognition program.



Design for meaning

Align recognition to values, behaviors, and employee experience.



Drive everyday use

Make participation easy, visible, and inclusive.



Use data to improve

Study patterns, recognition quality, and employee feedback.



Refresh, do not relaunch

Evolve the program to align with organizational values, strategic priorities, and areas of focus.

Our journey: from platform to culture practice

Long-term adoption depends on intentional evolution, not simply longevity.

Launch

Create a shared place to appreciate employees.

Expand

Add peer, leader, milestone, nomination, and program badges.

Simplify

Consolidate badges, clarify criteria, and stay up to date on new functions and features.

Optimize

Analyze quality, potential educational gaps, and inequities to guide action.

The question changed from
“Are people using it?” to “Is recognition reinforcing the culture we want?”

Four practices that have kept recognition meaningful

Recognition should make the behavior and its impact visible, not just a check the box.



Tie it to culture

Connect recognition to our company values, as well as collaboration, care, and growth.



Get specific

Review the behaviors and values we want to recognize. We also asked ourselves who benefits and why it matters.



Match the moment

Use everyday, purpose-specific, and premier recognition intentionally.



Design for access

Created options for peers, leaders, member facing employees, hybrid, and remote employees.

How Visions drives engagement

We connect
recognition to
moments employees
already care about.

Everyday appreciation

Peer and leader recognition for support, teamwork, service, care, and impact.

Campaigns with purpose

Recognition and engagement impact overall employee experience, which is linked to member experience. Campaigns reinforcing our values, strategy, and mission support that.

Leader activation

“How I Recognize” stories, challenges, reminders, and practical guidance. Monthly Leadership Series to highlight leaders.

Connection across locations

Encourage recognition beyond immediate teams and across department, functions, and regions.

Make the right recognition easy to choose

A simple hierarchy improves quality, consistency, and utilization.

Everyday



Frequent, timely, specific appreciation for support, teamwork, kindness, and care.

Purpose-specific



For recognitions that clearly demonstrates the badge criteria and impact.

Monthly Spotlights



For meaningful gifting, nominations, and exceptional recognition.

Decision rule: use the narrowest badge fully supported by the message.

Our data-to-action loop

We combine platform activity with employee voice, business context, and governance.



Measure

Volume, senders, recipients, locations, badges, and trends



Diagnose

Message quality, badge fit, participation gaps, and cross-team flows



Listen

Engagement survey, comments, leader feedback, and committee input



Align

Simplify badges, adjust criteria, permissions, and campaigns



Close the loop

Communicate changes, train leaders, share progress, remeasure

Recognition is one part of a broader engagement system

The strongest signal is when employee voice leads to visible action.

100%

survey participation

81

overall engagement
score

43

eNPS

89

Manager Effectiveness

89

Team

Strengthen What Works

Celebrate progress, share quarterly updates, and equip leaders for team-level follow-through.

Grow Without Limits

Make development visible and accessible across roles and regions.

Lead with Connection

Explain priorities and the “why,” expand listening, and close the loop.

Recognition helps make progress, contribution, and values visible inside each commitment.

A Decade of Reflection: What we learned and what we recommend

Keep the program human, simple, measurable, and willing to evolve.



Start with the behavior

Design badges around what you want employees to repeat.



Make managers multipliers

Give leaders examples, expectations, and visible support.



Watch distribution, not only volume

Look for reach across roles, locations, departments, and work modes.



Audit quality and fit

Review message specificity and whether employees are choosing the right route.



Refresh with transparency

Explain what changed, why it changed, and what you will measure next.

Recognition is a culture practice, not a points program.

**Recognition works when
people can feel the meaning.**

Thank you

Kendra Pickett | Employee Experience Manager
Visions Federal Credit Union



Your Program's Year in Review

- Review participation and recognition reach across teams
- Compare periods and look for gaps
- Include nominations and Challenges where relevant
- Ask what explains the pattern behind the totals

The Employee Perspective



Do employees feel appreciated?



Do they understand how to participate?



Do rewards reflect what matters to them?



What gets in the way?

Use a short survey or discussion to hear their experience.





Badges, Campaigns, and Features

Which offerings do employees use?

Identify what is working and driving participation.

Which need clearer communication?

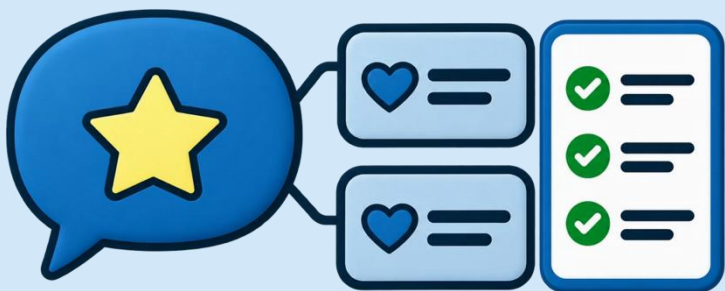
Find the features that are underused due to awareness gaps.

Do recognition options reflect company values?

Ensure badges and campaigns align with what your organization stands for.

What should you keep, improve, or retire?

Make deliberate decisions based on what you find.



Manager and Leadership Participation

1

Look for Consistency

Review recognition patterns across teams to identify gaps.

2

Identify Support Needs

Find managers who would benefit from practical guidance and resources.

3

Model Specific Appreciation

Encourage leaders to give recognition that names real contributions.

4

Recognize the Full Year

Acknowledge contributions from across all twelve months, not just recent ones.



Communications That Reach Employees

Review Announcements and Messaging

Assess announcements, reminders, and campaign messaging for clarity and reach.

Check Frontline Access

Confirm access for frontline and shift-based teams who may not see standard communications.

Make Instructions Easy to Find

Ensure participation and redemption instructions are simple and accessible.

Reflect: What question about your program do you want to answer?



Points, Rewards, and Budget

Review Points Activity

Review points awarded, redeemed, and outstanding.

Compare to Budget

Compare spending with the allocated budget.

Encourage Redemption

Send reminders and surface relevant rewards to drive redemption activity.

Inform Next Year's Budget

Consider approved raffle entries or clearly defined group rewards. Use findings to plan ahead.

Keep, Improve, Retire

Keep

Activities that serve employees well.
Preserve what is working and build on it.

Improve

Barriers, gaps, or confusing processes.
Address what is getting in the way.

Retire

Outdated content and activities.
Remove what no longer serves your program.



Record the finding behind each decision in your workbook.

Your Three Priorities

Workbook Activity

Choose up to three priorities. For each, record the action, owner, due date, and success measure. Consider a seasonal initiative, a program improvement, and a goal for next year.

Priority	Action	Success Measure
Celebrate now	November gratitude campaign	Unique participants and reach
Improve experience	Refresh rewards and redemption instructions	Feedback and redemption activity
Plan ahead	Manager support	Progress at scheduled check-in

Example: gratitude campaign, rewards refresh, and manager support.



Your Next Steps

01

Schedule your next review

Put a date on the calendar now so your program review does not get pushed aside.

02

Share priorities with stakeholders

Communicate your three priorities and the plan behind each one.

03

Prepare communications and manager support

Get your messaging and resources ready before the season begins.

Year-End Checklist & Workbook

[Open Resource](#)

November Campaign Ideas

[Open Resource](#)

December Celebration Ideas

[Open Resource](#)

Q&A: What Will You Put Into Action?

Share One Action

What is one thing you will take away and put into practice from today's session?

Ask Your Questions

Questions about campaigns, Challenges, nominations, rewards, or your program review?

Thank you for helping your people feel appreciated.

