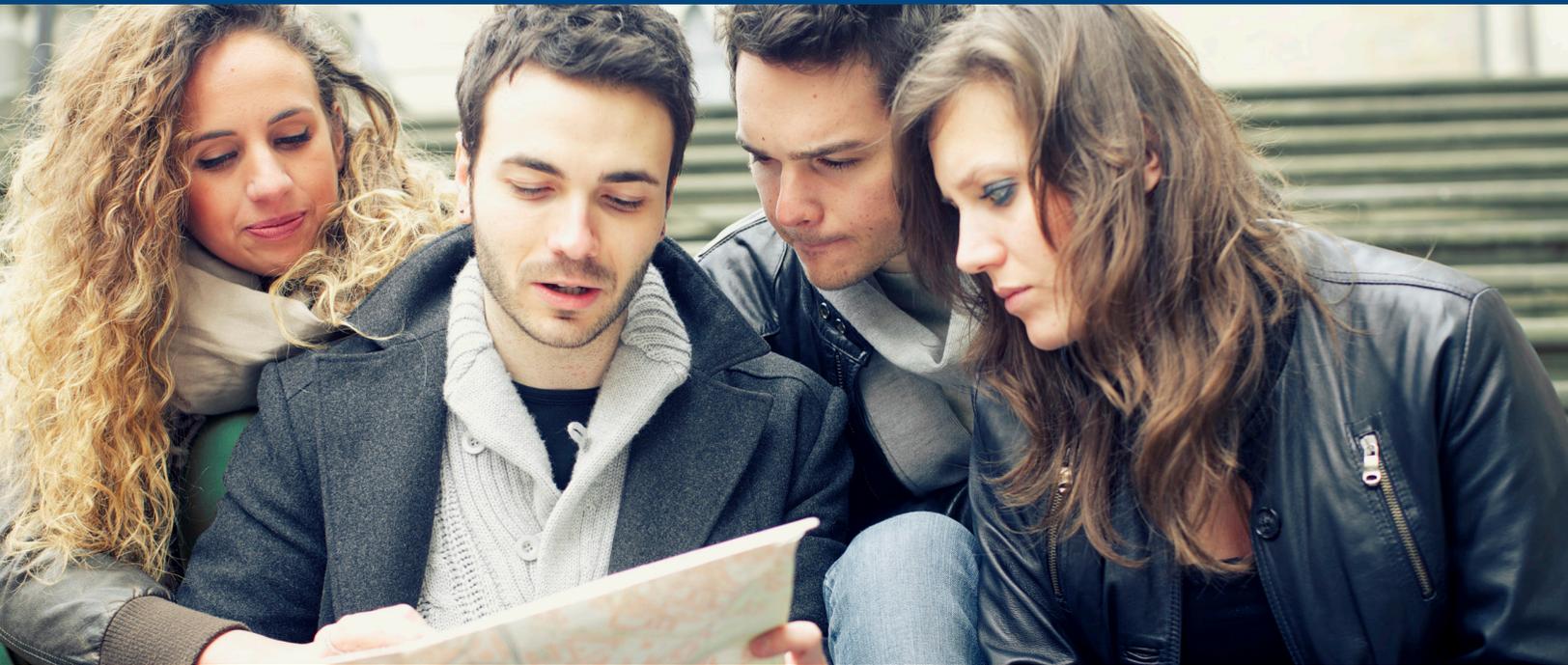


800.253.0882
www.terryberry.com

Fueling Employee Engagement in Millennials*

(*and other humans)

Using 360 Recognition



Terryberry

Few businesses are not looking to attract, retain, and motivate Millennial employees these days. And many leaders find themselves scratching their heads and asking, 'What's the secret?'

It turns out Millennials (A.K.A Gen Y, born between 1980 and 2000) want what many of the rest of the population wants from their employer: to be treated like a real person, and to be valued for their contributions.

In this paper, we'll look at the top 5 attitudes that describe highly engaged Millennial employees, and how employers can utilize 360 Recognition to build a workplace culture that attracts, retains and develops these highly desirable candidates.

The Top 5 Indicators of Millennial Employee Engagement

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1. I feel I am valued in this organization.
 2. I have confidence in the leadership of this organization.
 3. I like the type of work that I do.
 4. Most days, I feel I have made progress at work.
 5. This organization treats me like a person, not a number.

source: [Unlocking Millennial Talent 2015, Center for Generational Kinetics, LLC.](#)

What is 360 Recognition?

360 Recognition is Terryberry's platform for employee recognition. It is designed to provide a centralized framework and tool-set to fuel simple, sustainable, and personal employee recognition.

1. I feel **I am valued** in this organization.

Not surprisingly, most Millennials -- and other human beings -- want to feel appreciated by their employers and will be more inclined to give their best effort when their efforts are recognized.

It's easy to pin the blame on managers for under-recognized employees, but most leaders don't go around intentionally scorning their employees' positive efforts. So what's the problem? Often the issue isn't that employees are not appreciated; it's that people forget to communicate their appreciation because the tools available to do so are too difficult or too time-consuming or too confusing.

Most managers don't go around intentionally scorning their employees' positive efforts.
So what's the problem?

3 Principles of a 360 Recognition framework

1. **Visibility** reminds people to voice their appreciation.
2. **Simplicity** means more people will give recognition more often.
3. **Personalization** creates recognition that is sincere and specific.

360 Recognition makes it simple to highlight individual and team achievements
...so recognition happens more frequently



2. I have **confidence in the leadership** of this organization.

Gen Y employees need to understand the direction their organization is heading and why.

Good leaders help employees answer the question: “What is our purpose?” Consistently recognizing the contributions that demonstrate the group’s purpose is critical to reinforcing the core values and building transparency and trust.

Each and every recognition moment created in 360 Recognition reinforces core values and what they mean to the organization.

Gen Y employees thrive when they have a clear **purpose and direction**

Customer service is vital to the long term success of our business in maintaining our relationships with our clients. This individual demonstrates this consistent behavior.

Send Recognition

- Above and Beyond
- Service Excellence
- Innovation
- Dedication

Hanna, the feedback from our new client on the service you provided was “simply, WOW!”

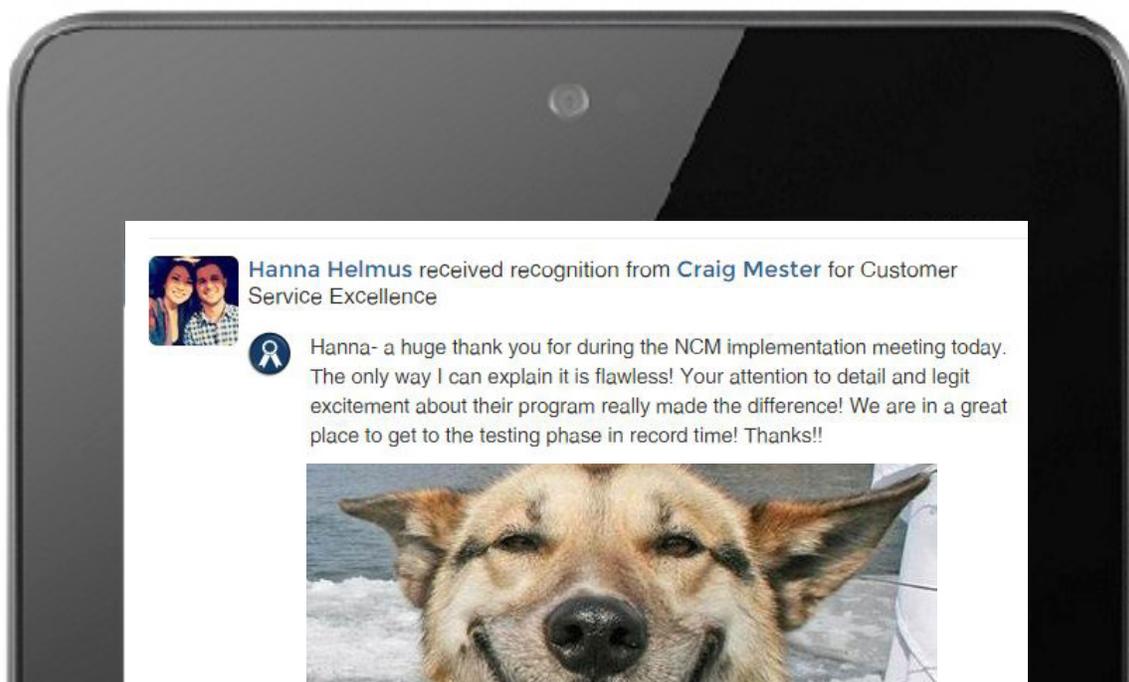
3. I like the type of work that I do.

When millennial employees find fun and satisfaction in their work, they engage more deeply.

For today's workplaces, a positive workplace environment is critical. Is the culture friendly and inviting? Is this a place I want to spend my time? Are these people I want to work alongside? These are questions Gen Y employees are asking.

360 Recognition connects employees to the group's culture and highlights the great work people do.

Build a positive company culture that invites employees to **enjoy their work.**



4. Most days I feel I have **made progress** at work.

Everyone needs a sense of personal accomplishment at the end of the workday.

Effective recognition helps employees make the connection between their daily efforts and the bigger picture results that their work has helped to achieve.

360 Recognition's analytics and gamification features show progress toward goals.

Recognition helps employees see the **bigger picture results** of their daily efforts.

Nomination Reports

Nominations by Criteria

Percent	Total
26.2%	
14.8%	
23.0%	
36.1%	

Daily Award Level Nominations

Date	Count
5/1/2014	2
5/2/2014	5
5/3/2014	10
5/4/2014	12
5/5/2014	17
5/6/2014	10
5/7/2014	5
5/8/2014	8
5/9/2014	3

Start Date: 5/1/2014 End Date: 5/15/2014

Jennifer Whelpley and 7 others received 765 Points for Biometrics

Category	Points
Biometrics:	220
Health Risk Assessment:	545

5. This organization **treats me like a person**, not a number.

No one aspires to be a cog in the wheel. We don't want to be a faceless 'human resource' or a line item on a report.

For most of us, a large percentage of our lives is spent at work, and a good deal of our personal interactions are with co-workers. The organizations that attract and build-up people who achieve their best potential are the ones that invest the energy and effort to create a culture where people are valued as people.

360 Recognition allows personalities and accomplishments to shine.

Learn more www.terryberry.com

