

RECOGNIZING KEY EVENTS: WHAT'S THE OBJECTIVE?

Employee Appreciation Day. Hospital Week. Driver Appreciation Week. A company anniversary. A professional certification. A major organizational achievement.

Key events and milestones are valuable, built-in opportunities to celebrate employees, reinforce culture and bring people together. To make the most of these occasions, instead of starting with "What should we do?" start with "What do we want to accomplish?"

That's where Return on Objective, or ROO, comes in.

ROO focuses on specific, measurable objectives, helping organizations look beyond recognition activities to understand whether they're achieving the intended results.

Connect the event to the bigger strategy.

A recognition strategy starts with the organization's broader goals, whether that's improving retention, strengthening engagement or driving performance. Key recognition events provide opportunities to support those goals through more specific, measurable objectives.

A company anniversary might build pride and belonging. Employee Appreciation Day might encourage greater leader involvement. Nurses Week might focus on helping nurses feel appreciated and connected. Each event serves a distinct purpose, but its objectives should ultimately support the broader outcomes the organization's recognition strategy is designed to influence.

Start with the objective, not the occasion.

Rather than treating key events as standalone activities on the recognition calendar, start by asking these questions:

- ***What do we want to accomplish?***
  Define the event's objective, whether that's reinforcing company values, strengthening connections or increasing participation in recognition.

- ***What is the appropriate message to convey?***
  Is it to celebrate an achievement, congratulate employees, inspire future performance or express gratitude? Consider whether the message reinforces the event's objective.

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What recognition experience will support that objective?
Consider branded gifts and apparel, gratitude kits, colleague care kits, welcome packages, reward points or surprise-and-delight experiences.

How will we know whether it worked?
Identify measures that reflect the intended objective.

IF YOUR OBJECTIVE IS TO	YOUR RECOGNITION ACTIVITY MIGHT INCLUDE	CONSIDER MEASURING
Help employees feel appreciated	Gratitude kits, branded gifts or apparel, reward points	Employee feedback, participation, employees reached
Increase leader involvement	Leader-delivered gifts or appreciation packages	Leader participation, employees recognized by leaders and activity
Build connection and organizational pride	Anniversary gifts, branded apparel, surprise-and-delight experiences	Employee feedback, participation, pride and belonging measures
Increase recognition platform engagement	Special deposit of reward points	Logins, redemption and recognition activity before and after the event

Move from activity to insight.

If the objective is to help employees feel more appreciated, knowing that 5,000 gratitude kits were delivered tells you the activity happened. Employee feedback helps determine whether the experience had the intended impact.

Measurement becomes more meaningful when activity data is combined with insight into outcomes. Together, they help organizations evaluate results, refine future recognition activities and strengthen their overall recognition strategy.

Reimagine recognition around the return you want to create.

A recognition calendar tells you when to recognize. A recognition strategy establishes why ROO helps you understand whether your recognition activities are accomplishing what you intended.

As key recognition events approach, start with the objective, design the experience around it and measure the results.

HERE ARE A FEW KEY EVENTS HAPPENING IN THE FIRST HALF OF THE YEAR! →

JANUARY
Year-End Success

MARCH
Employee Appreciation Day
National Doctors' Day

APRIL
Admin Professionals Day

MAY
Hospital/Healthcare Week
National Nurses Week