

180 Ways
to
WALK
the
Recognition
TALK

The "How To" Handbook
For
EVERYONE

Eric Harvey

Dedicated...

...to the three women in my life
Nancy, Nicole, and Erika
who have recognized me with their unconditional love.

Thank you...

...to the entire
WALK THE TALK® Company Team

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ome people call it “positive reinforcement.” Others, a “motivational strategy.” Still others label it “common courtesy” – a sign of appreciation. But most folks refer to it as “RECOGNITION.” And it’s one of the biggest *unkept* secrets in business today!

Why an “*unkept* secret”? Well, there’s certainly no shortage of research and expert opinion on the positive impacts of recognition in the workplace. Fact is, recognition fosters job satisfaction, builds self-esteem, and reinforces desired performance. It supports quality, strengthens trust and loyalty, and helps shape a “magnetic” culture that attracts and keeps the very best people. Yet, despite these (and a lot more) widely accepted and well-documented benefits, far too many recognition opportunities are being missed in far too many organizations, every day. And chances are

you’re both a victim of and contributor to this reality.

Here’s a short, two-question survey that you’ll probably be able to answer without investing much think time:

1. Ever feel unappreciated or under recognized for the good work you do?
2. Ever miss opportunities to recognize the people you work with (direct reports, peers, AND bosses) for the good work that they do?

If you’re like most folks, there’s a good chance your two answers were DUH! and OOPS! (a.k.a., yes and yes). Of course, all of us

occasionally feel taken for granted. We know firsthand how lousy that feels. And when we fail to *give* the recognition our co-workers desire, we pass along that same lousy feeling. We do it not because we're bad people, but because we're human ... and we sometimes lose sight of what's truly important.

But we all have an opportunity to change that.

First, we need to get past a couple of fairly common fallacies: 1) that recognition is a touchy-feely, warm-fuzzy thing that “sensitive types” do, and 2) that giving recognition is solely management's responsibility. WRONG and WRONG AGAIN! Recognition is about acknowledging good results and reinforcing positive performance; it's about shaping an environment in which contributions are noticed and appreciated. And that's a responsibility shared by EVERYONE!

Next, we need to understand that there are personal benefits to be gained by recognizing others; there *IS* something in it for each of us. We not only feel good by making others feel good, but we also improve our own lot by encouraging the positive attitudes and behaviors that eventually make life easier for us. And don't forget “The Law of Reciprocity”: *What Goes Around COMES around!*

Finally, we need guidelines, ideas, and suggestions on HOW to recognize others.

That's what this handbook is all about.

As you read on, you'll find a collection of (180, to be exact) simple yet powerful techniques, strategies, practical “how to's,” creative ideas, and a few things to remember – all designed to help you do an even better job of recognizing others.

Will every one of the 180 ideas presented fit your particular situation? Of course not! No book could make that claim. But not to worry. You'll find more than enough information here to attain recognition's ultimate goal:

to bring out the best in others ...
and the best in you!

Getting started

How to use this handbook.

180 Ways To Walk The Recognition Talk is jam-packed with techniques, strategies, “how to’s,” and things to remember. In fact, there’s *so* much good information, it might be a little difficult figuring out how to use it all. Here are a few suggestions to get you started:

First, read the handbook from cover to cover with a highlighter in hand. Mark any key words or phrases that you find particularly relevant and meaningful.

Next, select three ideas or action items that you wish to personally adopt. Circle the number of each item you select (1-180) and mark the pages they appear on with “sticky notes.” Review those pages frequently.



Finally, each time you complete/master one of your action items, draw an “X” through its circled number and select a new item to work on in its place. That way, you’ll have three ideas working at all times. Before you know it, your handbook will be filled with crossed-out numbers ... and you’ll be well on your way to



walking the recognition talk.