RECOGNITION AND VALUE
WHAT CAN MANAGERS DO?

Recognising or honouring employees demonstrates your investment in staff and helps staff to feel valued. This in turn can improve engagement, increase retention and reinforce your organisational values.

With even the best intentions, this can prove to be a challenge for the ambulance sector, due to high levels of lone working and geographically dispersed teams. Managers play an important role in helping staff to feel engaged with the organisation and valued by it. These questions and top tips aim to support you to achieve this.

What can I do as a manager?

Answering each of these four questions honestly will help you to assess how you are contributing towards creating a culture where staff are recognised for working well:

• Do I always remember to thank my staff or team when they have done a good job?
• Do I know how the members of staff I manage like to be recognised?
• Am I aware of the corporate approaches to recognition, for example awards schemes or ‘thank you’ postcards, that exist within my trust?
• Do I lead by example and make recognising good performance a regular part of my working day?

Top tips

• Don’t underestimate the power of a simple ‘thank you’.
• Take the time to get to know your staff members and how each of them like to be recognised – tailor your approach accordingly.
• Take the time to meet with your team, creating the opportunity for recognition.
• Don’t let a target-driven culture get in the way of recognising the efforts of your staff.
• Actively champion corporate recognition schemes and work with your board to help shape the future of new initiatives.
• Never underestimate the pivotal role you play as a manager in influencing staff experience in the workplace.