

# **Recognising and rewarding your staff**



Meaningful recognition can help to motivate and retain our NHS people. Setting in place a holistic reward package, which is relevant to staff needs, can be key to ensuring your organisation, and the wider NHS, retains its staff.

With continued pay restraint, and public sector pension reforms, it's more important than ever that our NHS people understand the overall reward package they receive for working in their organisation and in the NHS. Many employees are often not aware of the rewards and benefits offered by their employer. This means that they cannot take advantage of these benefits or compare the value of their overall package when looking to move to a new job.

By taking a strategic approach to reward, you will be able to clearly demonstrate the entire scope and value of your employment package. In addition to tangible rewards, NHS people also benefit from other positive factors from being part of the NHS such as a proven commitment to diversity and inclusion. Employers should make sure their reward package reflects the diverse workforce as well as the organisation's diversity and inclusion goals.

Recognising staff for the work they do every day can be as important as any formal recognition. This can be done in a variety of ways, perhaps through celebrating significant career milestones, acknowledging those who have spent a long time in the service, commending those who receive excellent feedback from patients or by encouraging peer nominations to help thank colleagues.

It is important to understand how your staff feel about recognition and we know that one size does not fit all. As the NHS People Promise says, being recognised and rewarded is 'a simple thank you for our day-to-day work, formal recognition for our dedication, and fair salary for our contribution'.

For more information see NHS Employers reward pages and NHS England and NHS Improvement's We are recognised and rewarded page on the retention hub.

## Making this happen

### **Leaders can:**

- Find the time and opportunities to thank colleagues and recognise everyone's contribution.
- Support and commit to ensuring you have a clear approach to reward and help engage senior leaders across your organisation.
- Create a reward strategy with a researched, planned and monitored approach, making sure it has the intended maximum impact. Use the NHS Employers business case for reward web page to help with this.

### **Managers can:**

- Help by clearly communicating your organisation's reward benefits to staff.
- Be involved in developing your reward strategy with your staff in mind.
- Have regular conversations with your staff about your reward package and frequently review and update it to meet the evolving needs of staff. Visit NHS Employers total reward web page for more information.

- West London NHS Trust reviewed its exit interview data in collaboration with GreatwithTalent and developed a new initiative they called 'promotion, praise and promise' which won a Healthcare People Management Award. Read the full case study.
- Blackpool Teaching Hospital installed a 'gratitude rainbow' on-site as a visible symbol of hope and a central place to capture people's appreciation of the hard work of staff. It boosted staff morale and created a sense of unity and shared purpose. Read the full case study.
- Leaders at Dartford & Gravesham NHS Trust have a STAR award programme where patients and visitors can nominate a member of staff to say thank you to. The winners are selected and presented with certificates by a member of the executive team and their achievements are acknowledged on the trust's social media channels.

### **Tools and further reading**

- Keep up to date with interventions and practical solutions on NHS England and NHS Improvement's website.
- Total Reward Engagement Network (TREN) brings together colleagues from across the NHS with an interest to develop, share knowledge and experiences.
- Learn how to communicate your reward package to staff.