

Reward

a n d r e c o g n i t i o n



Reward Achievement



promote people

"Everyone appreciates being appreciated. Catch people red-handed in the act of doing something right each day - and praise them for it"

◆ Encouragement is Oxygen for the Soul

One of the greatest opportunities we have with the EcoForce Global Opportunity, is to recognise greatness and provide encouragement along the pathway of success that EcoForce have to offer. The 'R' in your 'PEARLS' is Recognition. This is such an important part of how you do business, so take every opportunity to reward your Team publicly and authentically. A few things to consider;

1. Be Duplicatable

Although there is the temptation to be generous with your awards, ensure rewards are practical, affordable and duplicatable, especially for public recognition. As your Team grows, you will quickly learn how important this is. Your Team is always watching you. As they develop into leaders, they too will be rewarding their Advocates publicly and following your example. You want to ensure that they can easily duplicate what you do, or others may compare rewards and feel they have been treated unjustly - this will rob the power of what the award stands for. It is not so much about the value of the reward or competing with others, so your awards look better, rather the value lies in the recognition.

"People work for money but go the extra mile for recognition, praise and rewards." – Dale Carnegie

◆ **The simple act of acknowledging people on stage is priceless.** As far as gifts, simply presenting a bunch of flowers, and/or a professionally produced Certificate (from your computer) placed into a simple frame is a great way to acknowledge someone's achievement or contribution, as this is duplicatable. If done well, can look amazing. If handing out trophies, find a reliable supplier that is easily accessible by you and your Team, and can have these produced promptly with engraving that is cost effective yet has the WOW factor. Often the simpler and elegant styles of certificates and trophies look more prestigious - something the recipient would be proud to display. Again, keep this duplicatable and affordable.

"Recognition is the greatest motivator." – Gerard C Eakedale

◆ **Recognising Significant Achievement.** Should you wish to recognise an individual for whatever reason with something extra special, then manage this wisely and always think big picture. Often a kind and generous gesture can be taken differently by others to what was intended. You do not want to create jealousy. If doing this publicly, then you need to share publicly why they are receiving such a valuable award. If people know a particular person has done it really tough or has achieved something significant over and above, then public recognition of outstanding achievement if managed well, can be a powerful step to build unity and encourage others to press forward. They will see your generous heart and the culture of your organisation. Something to keep in mind



◆ **The value is in the recognition, not so much the cost of the award**

*You should stop doing things for someone
when you realise that it is expected rather than appreciated.*

The more successful you are, some people may have an expectation of your generosity rather than an appreciation of what they receive. Avoid being the next Oprah. Keep any valuable gifts for only those who have achieved a significant level in the Advocate Rewards Program. Your words are far more valuable than any gift, no matter how lavish that gift may be, so an inspirational card with words from your heart, and a generous bunch of flowers can have the same, if not more impact, than an expensive reward. **Remember; it is not about the cost of the award, rather the value of the recognition.** Never show favouritism and always be seen to be fair and equitable. This is a character trait of a great leader.

*“Trade your expectations for appreciation and the world changes instantly.”
– Tony Robbins*

2. Use Events

Holding regular events is a powerful tool to grow your organisation and build momentum. As your Team grows and your leaders increase in number, events support and promote momentum which rapidly builds teams at every level. Holding monthly events becomes easier as everyone involved are all promoting the event, taking part in running the event, finding numbers for the event, and they also contribute to the running costs of the event. Public recognition is such a powerful tool to include in events, so build excitement around it. Use upbeat music, set the stage, and really make a BIG thing of this. Never underestimate the power public recognition has, not just for the receiver, yet also for others observing who are pressing forward with their own struggles and personal belief to get to the next level. **Everyone loves a winner.** People are inspired by those who have gone before them - especially if the person being recognised is their Referring Advocate. It shows what is possible, and the potential rewards of the EcoForce Opportunity. **Never become complacent to how important recognition is.** For many of your Team, this may very well be the very first time they have been publicly recognised for anything ... ever. For others, the very gesture is so powerful, as reaching their first rank often symbolises breakthrough on a personal level, as well as financial.

*“Appreciation is a wonderful thing: it makes what is excellent in others
belong to us as well.” - Voltaire*

◆ **When to have the Award Ceremony.** When people are expecting to receive an award, they will more than likely ensure they are at the event and often bring others with them. Recognition and Awards are best done toward the end of an event, or mid-way through. To have this first up, gives the impression you wanted to have this over and done with, so this may potentially rob the power of the award ceremony. Should someone attend the event simply to support the person receiving the award, they may switch off for the remaining of the event, or worse, they may even leave. Having the awards later in the event assists in building excitement surrounding the awards, not just for those receiving an award

If you have a lot of recognition and awards to hand out, you may wish to space this out by having one set of awards earlier, with the more prestigious awards later. This also builds

anticipation during the event as everyone is waiting to see who will be recognised, and who has won the prestigious awards. Having a Speaker after the awards is also powerful, especially if the speaker is sharing on practical business tips. People often are more focused with what is being shared as they too want to receive awards and recognition and want to know how they can do it faster. Let your Team members know what they need to do so they can be recognised at events, which is taking the actions laid out in this EcoMastery Success Program and building their own teams. Make this fun, simple and achievable – when their teams grow, your organisation grows. Recognition and rewards fuel that process.

Reward the behaviours you want to see in your organisation. In doing so, you will create a culture that does what needs to be done to get the results you want, and in turn, everyone gets the results they want.

An athlete trains for years in the hope of winning a single gold medal at the Olympics with often little reward along the way. The goal of the prize keeps them focused. Gold medals, however, are often forgotten together with the effort that went into achieving such. With this Opportunity, continually reward effort. Rewarding achievements keeps your Team focused on the next level, encouraging them to achieve their goals sooner, and stay on track.

'If you do not show appreciation to those that deserve it, they will learn to stop doing the things you appreciate.'

3. Encourage Speeches from Recipients of Awards

As powerful as this is, speeches, like testimonials, need to be managed or they can drag out and therefore lose their power. Nothing beats a short impact statement from the recipient of what the award means personally to them. As your organisation grows, as a rule the higher the level achieved, the more 'airtime' they get on stage. Keep the Award Ceremony moving along to maintain momentum. **This is a powerful part of your event.** Manage it well by being respectful and instructing those receiving an award what the process is so they can stick to the schedule. You can do this by giving each person a time limit, which could be as short as one minute. Most people do not like speaking in public, however, hearing from them, even briefly, is gold. Be prepared and encourage those being rewarded to be prepared as well. Record great speeches to use as testimonies in your Drip File.

*"Feeling gratitude and not expressing it is like wrapping a present and not giving it."
– William Arthur Ward*

4. Have Your Leaders take responsibility for their Team's Recognition

Often people will see all the great things you do, and expect you to prepare all the certificates, trophies, etc., for their teams as well. It is up to you how you manage this, however always think BIG picture. As your Team and organisation grows, this can become a vast, time consuming and an expensive job if one person is solely responsible. **Create a duplication of processes through the ranks of your organisation on every level ... early.** As soon as one person stops the duplication process, it can be a break in the chain that is the backbone of success for your organisation. A great suggestion is to meet with your leaders in a pre-event meeting and delegate any tasks. Always be empowering your Team to do what you do and therefore teach their leaders to do the same. Once they 'get it' they will 'get it!'

5. Take Photos

Another part of your reward and recognition process is to take photos. *“A life worth living is a life worth recording” - Jim Rohn.* This is great to include in newsletters - especially for those that were not at the event, or yet to attend an event, so they can see what other Advocates are achieving. By including their testimony or a segment from their speech is also powerful. You could email this to the recipient of the award, so they can include it in their own newsletters to inspire their own teams. You may encourage a team member by placing their photo on top of a goal they are aiming for - this could be on a brochure of a destination they desire to travel to, possibly with their family or someone special, or something that signifies they have reached a new level. Posting this to them with a note; *“I can see you here”* or *“Here’s to your next goal”* or simply; *“Keep going!”* is a little extra mile step that can mean a lot to the recipient. It may be the very catalyst for them to press forward to make it happen.

In between goals is a thing called life, that has to be lived and enjoyed.

6. Have leaders reward *their* leaders publicly

This is really powerful. It edifies the leader and also shows to everyone else what the process is as their team grows, and they have people deserving of recognition. What often works, is having all your top leaders who have achieved significantly with EcoForce on stage to shake the hands of those being rewarded. Having them lined up, full of enthusiasm and shaking each Advocate’s hand on stage and promoting applause is powerful. You also want to ensure all applause is done enthusiastically, so encourage your leaders to promote this. Your Team are watching you and your leaders. They are inspired by what they have achieved and how they can do the same. This is also why it is important it is that all leaders conduct themselves professionally and with integrity.

7. Your leaders and you are there to serve, not to be served

Be mindful to promote unity, and not to create ‘separation’. By that, you do not want all your leaders to sit together in groups separate from other guests, unless it is a leadership event. It is important they spread out and mingle. People can then see that they are ‘real’. *Leaders can be like fertiliser; grouped together they can stink, yet spread around, they can do great.* You want to avoid the ‘them and us’ scenario, or an ‘elitist’ snobbish group. This is actually more damaging than inspiring to your organisation. Just because someone is a high-level achiever in EcoForce Global, they are still human. They simply followed the process and have proven what is possible - for anyone.

New Advocates are simply leaders in the making; the person who joins your team today, are the future leaders of tomorrow. Therefore, treat everyone as VIPs. Be mindful of how people perceive you and your leaders. Encourage behaviours that nurture a culture of unity and support everyone to become and achieve all they can with this Opportunity. You will stand out in a world of selfish ambition and self-importance. This is a refreshing and a powerful magnet for those weary of sterile, self-focused corporate environments that are often common in a traditional business.

*“True leadership is servanthood.
Put the interests of others at the centre of your decisions.”
– Dave Ramsey*

◆ Additional ideas and tips to Reward and Recognise Your Team

“Carry out a random act of kindness, with no expectation of reward, safe in the knowledge that one day someone might do the same for you.” – Princess Diana

★ **RAK - Random Acts of Kindness.** When someone joins your Team in your first level, send them a personal welcome card from you, ideally handwritten (unless your handwriting requires an interpreter). If you are not comfortable with your handwriting, then typing a short note is fine, however ensure you personally sign your name. Avoid a pre-typed note that is obvious it has been simply printed off, as this will rob the power of this gesture. The welcome card cements that you are here for them. A suggestion is to include a Vehicle Log Book in the envelope with the card to send to them. This is something people often procrastinate in purchasing or simply forget to purchase, and yet they should immediately start recording their vehicle use for taxation purposes. We want our teams to maximise their taxation benefits from day one. This is a great process for your Team to duplicate. If your Team repeat this gesture, you only need to do this for all those Advocates you personally register, then have this is duplicated through the ranks.

Wherever there is a human being, there is the opportunity for kindness.

★ **Record the date each new Advocate joins your Team and send them an anniversary card each year.** Again, an unexpected random act of kindness that can be duplicated throughout your Team. We often get birthday and Christmas cards, yet these can be lost in the myriad of other cards and well wishes we get for the same event on the same day. Be unpredictable.

“The best gifts are those unexpected gifts we receive when there was no reason ... just because.” - Karl A Mikkelsen

★ **“Wish you were here!”** Send your Team postcards from Tree Warrior Road Trips, EcoForce Immersible Adventures, including any holidays you are taking that were made possible because of what you achieved with the Advocate Rewards Program. Use this as a simple reminder of what this Opportunity can do for them too. Ensure you only do this to motivate them, rather than boast of your adventures, or this may not be received as hoped.

★ **Hold special Leadership Events to inspire and support your leaders.** Create something unique for them, taking every opportunity to let them know they are valued, and also to equip them with tools to be better leaders and build unity.

“Leaders don’t look for recognition from others, leaders look for others to recognise.” - Simon Sinek



◆ KEY SUCCESS POINTS

your personal review

1. What is the **importance** of being duplicatable when it comes to how rewards and recognition is handed out in your organisation?

2. a) **What should we be conscious of** when recognising those who are worthy of significant recognition in Our Organisations?
b) Ideally, **what do you want to achieve** with such recognitions?

3. **How** do events provide a great platform to award and recognise your Team's achievements?

4. Even if someone is not comfortable speaking in public, what are the **benefits** of asking them to share publicly what the award means to them?

5. **Why** is it ideal to **record speeches** and **take photos** at events where possible?

6. a) **Why** should we encourage **our Team Leaders to take responsibility** for acknowledgement of achievements in their own teams?
b) **How** can we do this effectively?

7. List **4 ways** you can reward and recognise those in your Team, that can be easily duplicated on each level in your organisation.