

## Recognition By Design, LLC – Designing Employee Recognition Programs In Illinois

Every company has its stars. Who among us has not worked with or for a colleague who performs his job to an exceptional degree, who makes those around her smile, whose everyday attitude and behavior is exemplary? These employees are treasured by teams, valued by employers and looked up to by staff. They meet their workday goals, exceed all expectations and are justly compensated for their extended efforts. Though are a paycheck and a pat on the back really enough? Gems like this deserve higher recognition.

Recognition By Design is a company that helps businesses devise recognition programs for their valuable employees. Launched in 1998 in St. Louis, Missouri – and now expanding to Illinois – Recognition By Design developed a recognition strategy that they call BRAVO™. Ned Durham, a communication specialist in recognition and behavioral improvement and the founder of the company, realized, in his studies and practice, that employee incentive programs are limited in their effectiveness. They meet only the compensatory dimension of a person's need for recognition, adding to a paycheck for work completed. Incentive programs are also more expensive to implement and administer, tracking points, accounting for W2 requirements, etc. Instead, Mr. Durham introduced the BRAVO™ recognition program: Behavior Recognition Award for Value to the Organization.

BRAVO™ endeavors to encourage excellent employee behavior. Beyond an incentive program that only rewards an employee for a task completed, a recognition program awards an employee for acting according to the company's core values on a regular and consistent basis. These core values are the foundation upon which an employee can build his or her frame of reference for expected behavior and performance. The idea behind the BRAVO™ recognition program is that behavioral Recognition reinforces exemplary behavior. This strategy awards an employee with a valuable, unique, attractive decoration that, when displayed with pride, demonstrates to peers that he or she is valued by their company for their exceptional judgment and behavior, not just one task completed well.

The BRAVO™ recognition program uses several tangible tools that help companies put the program into everyday practice. Tools include a monthly communication to employees that reinforces and maintains the program, a weekly Employee Evaluation to keep the core values current, an "On the Spot" award that managers can present to employees in exceptional circumstances, a pocket reference brochure that explains the company's core values, and an "Honors Club" to which employees are elected.

Recognition By Design's services arrange for businesses to implement this effective and cost efficient recognition program. The BRAVO™ program delivers positive and measurable results, encouraging and reinforcing excellent employee behavior. It is a straightforward, low cost method of emphasizing good behavior and has been identified as a valuable tool in enacting positive change within a company's working environment. With this recognition program, managers are better equipped and able to award their staff and meet performance objectives.

For more information, or to contact Recognition By Design offices in Missouri or Illinois, visit [RecognitionByDesign.net](http://RecognitionByDesign.net).

### About the Author

Recognition By Design has been providing corporations with employee performance [recognition programs](#) in Illinois and beyond for achievement of clearly stated business objectives. For more information, visit [RecognitionByDesign.net](http://RecognitionByDesign.net)

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