

2014 Recognition Planner

Simple Tips for Mapping Out Your 2014 Recognition Efforts

Recognition doesn't just happen; it's part of a well-thought-out strategy. But that doesn't mean it has to be complicated. By spending a few minutes to map out a 2014 plan, you can increase the impact of your recognition efforts, saving you time, energy, and money over the course of the year. Use this Planner to organize your thoughts. Then, enter your ideas into the Calendar. To get the most out of your recognition plan, consider the following:



Plan Around Your Objectives.

1. Identify goals and areas for improvement, such as SALT scores, absenteeism, or hotel safety.
2. Align your recognition efforts with these goals. For example, if you want to improve helpfulness scores, you might consider recognizing a weekly or monthly "Helpful Hero."
3. Communicate your goals to Team Members. Explain why it's important, and what specifically they can do to help achieve these goals. If an incentive is part of the plan, clearly communicate the criteria for winning.
4. Recognize your team along the way and keep your efforts fresh. Evaluate and measure your efforts. Be flexible, and adjust your plan as needed.

Use Your Resources.

You'll find a variety of tools to help with your recognition efforts at www.Hilton-Recognition.com. Add the following items to your plan:

- Make regular CEO Light and Warmth Award and Spirit Award nominations.
- Subscribe to the "Recognition Matters!" eNewsletter.
- Participate in the Catch Me at My Best program. Cards will be available for order in February, and the program kicks off June 1.
- Download and distribute customizable certificates, thank you cards, and recognition coupons.
- Send an email HIGH FIVE. Choose from 11 brand-specific versions.
- Celebrate International Housekeeping Week in September.

Remember Important Dates.

Identify significant dates and milestones for your hotel, and plan your recognition efforts around them. The 2014 Recognition Calendar includes important global dates, such as Catch Me at My Best, International Housekeeping Week, and Global Week of Service, as well as nomination deadlines for the CEO Light and Warmth Award and the Spirit Award. You can also enter dates specific to your hotel, including:

- Service Anniversaries and Birthdays
- Team Member of the Month deadlines
- Hotel anniversaries and events

Recognize All Departments!

At Hilton Worldwide, we've designated a specific month to recognize every department. From Engineering and Front Desk, to Housekeeping and Food & Beverage, make sure to recognize all departments this year. Use this calendar to make sure no department gets left out in 2014. You can also find department-specific recognition tools, like certificates, thank you cards, and water bottle labels, at www.Hilton-Recognition.com.

Looking for Additional Resources?

View and share recognition best practices at "The Rec Room." This online forum includes tips and ideas on a variety of topics submitted by your peers across Hilton Worldwide. www.Hilton-Recognition.com/RecRoom

