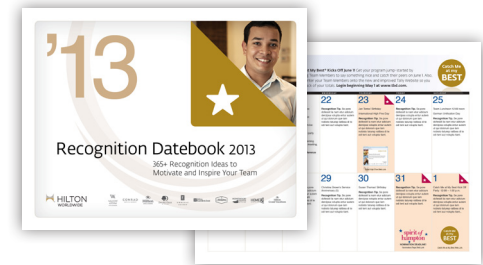


2013 RECOGNITION PLANNER

Simple Tips for Mapping Out Your 2013 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 2013 plan, you can increase the impact of your recognition efforts, saving you time and energy over the course of the year. Use this Planner to organize your thoughts. Then, enter your ideas into your 2013 Recognition Datebook, available at www.Hilton-Recognition.com/Datebook, or import them into your Outlook 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 Catch Me at My Best®.
- Download and distribute customizable certificates, thank you cards, and recognition coupons.
- Send a Hilton Worldwide "High Five!"
- Celebrate International Housekeeping Week in September.
- View and implement recognition best practices from "The Rec Room."

Remember Important Dates.

Identify significant dates and milestones for your hotel, and plan your recognition efforts around them. The 2013 Recognition Datebook includes important global dates, such as Catch Me at My Best and International Housekeeping Week, 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 in 2013. To see a complete list of departments by brand, go to www.Hilton-Recognition.com/Department. You'll also find tips and tools to recognize each department, including certificates, thank you cards, water bottle labels, and more!

Looking for Additional Resources?

Check out our PowerPoint presentation, titled "Strategic Recognition Planning. Using Recognition to Achieve Your Business Goals," available at www.hilton-recognition.com/StrategicPlanning.

