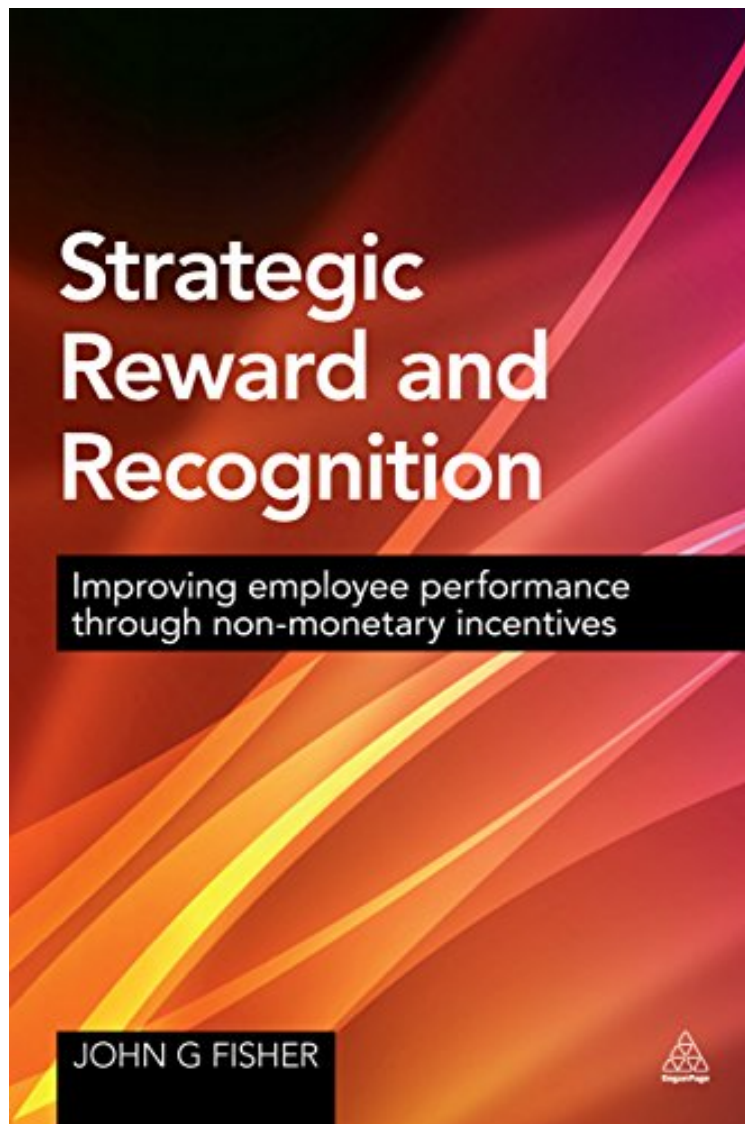


[Download] Strategic Reward and Recognition: Improving Employee Performance Through Non-monetary Incentives

# Strategic Reward and Recognition: Improving Employee Performance Through Non-monetary Incentives

*John G Fisher*

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**John G Fisher : Strategic Reward and Recognition: Improving Employee Performance Through Non-monetary Incentives** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Strategic Reward and Recognition: Improving Employee Performance Through Non-monetary Incentives:

1 of 1 people found the following review helpful. WorthyBy DarrenIngram\_dot\_com There is more to the world of work for an employee than just plain, hard cash. Honestly. An employer can utilise other incentives and methods of

recognition, if not gratitude; yet often they just don't seem to get it or go off at half cock. Determining the right strategic reward and recognition programme can be a difficult balancing act and a book like this may be able to assist. For many businesses there can be problems retaining the right sort of staff and recruitment can be costly, even before business disruption and lack of employee availability is considered. Some of the larger companies believe they have got it right, yet tacky certificates extolling a "great job done" or beer evenings may not resonate and be appreciated by everybody. Taken nationally or internationally, the same incentives may start acting as inwardly facing bullets. When correctly targeted, many of these rewards can yield great results and be cheaper and more appreciated than a cash bonus (which is taxable and may just disappear to pay the bills). Sometimes it is not necessarily the value of the gesture either, but the thought and meaning that goes behind it. If you know that you have a one-in-six chance of being a departmental employee of the month, what value do you place on that laser printed certificate on your cubicle wall? A few choice words in front of your peers and a voucher for a restaurant meal for you and your family, handed over by the big boss, might be just what you've needed! This book aims to provide a mix of practical experience and examples, theory, latest research and global thinking to try and answer this thorny problem, providing inspiration to help you discover a scheme that can work for your company, no matter its size or business sector. However this book is a lot more than just reward and recognition, it can be an essential sustaining tool for any HR professional or alert manager to help them understand what may make employees tick, be motivated, be engaged and switched-on. Ruling with a rod of iron is not necessarily the best tactic; employees are human and they like to know where they stand and, like all of us, a bit of positive feedback and appreciation never hurts, does it? Investing in your company's future should not be seen as a bad investment. One's employees are an essential part of that future, especially today where "old school loyalties and subservience" are yesterday's mantra. A book like this may set you on the right track, leading by example and using recognition and reward sparingly but with focussed meaning when required.

Non-monetary incentives and recognition programmes are an area of employee motivation that is often overlooked. Yet, as Fisher's book reveals, a strategic focus on non-cash rewards can generate significant return on investment in terms of employee engagement, performance improvement and financial results. In the present economic context, with companies pushing to deliver more for less, it is a particularly pertinent issue. Strategic Reward and Recognition brings together theory and practice to guide HR professionals, consultants and senior leaders in developing the most effective programmes for their organizations. It features examples of good practice from all over the world, from different sectors and from both large and small organizations, providing coverage of digital as well as in-person schemes.

"John Fisher has been an expert strategist and practitioner in the field of staff motivation for over 30 years. He is also an excellent writer. The result is an always-engaging read, combining real education with valuable insights."--Martin Lewis "Managing Editor, "Meetings Incentive Travel" magazine ""A great reference for any manager who has to run motivation programmes."--Simon Gilbert "Trade Marketing Manager, Sony Mobile ""Fisher's grasp of the key issues makes this a perfect primer for anyone wanting to know how to create and manage successful engagement and incentive schemes."--Chris Bestley "Education Consultant, Institute of Promotional Marketing "About the Author John G Fisher is CEO of FMI Group, a brand engagement consultancy. He has over 30 years' experience in marketing communications, incentives and performance improvement programmes, specializing in the financial services sector. He has written several business books, including Strategic Brand Engagement (also published by Kogan Page) and is a regular columnist in the marketing and HR press. He is in regular demand as a speaker and also devises and delivers seminars for clients and trade bodies about the practicalities of running employee incentive programmes.