



## **Why bother giving awards to employees; we're already paying them a fair wage?**

This is the mantra of the old-school autocratic manager. As much as we know it's wrong, you can't really argue with the logic. It's true; you came to work for a wage and they're paying it, now shut up and get back to work.

While the principle is sound, the results are not. This is the formula for an employee base that does just enough to get by, and with a strong feeling of resentment along for the ride. In today's economy, you just can't compete and survive by paying full wages and getting partial performance, you'll get eaten alive by the competition.

The autocratic manager is normally a logic-driven, fairness-based thinker, so here's the most straight-forward answer I can give to this question. Employee awards, rewards and incentives pay for themselves and more, if implemented properly and in the right order by managers who believe they're important. We have clients getting ROI of over 20 to 1 that will attest to it.

So, all I can say is give it a try, then reap the benefits of investing in recognition, not as a bonus, but as a profit center.