TOOL 12

Recognition Matrix

PURPOSE: *Match the recognition to the achievement and to the person. Different achievements merit different types of recognition, and not everyone wants the spotlight.*

Team: *Enter team name*	**Manager:** *Enter name*	**Last updated:** *MM/DD/YYYY*

RECOGNITION SCALE

Level	Options	Example
Everyday wins (weekly)	Verbal thank you in person or one-on-one; Slack or email acknowledgment; shoutout in team standup	"Thanks for helping debug that issue so quickly."
Solid contributions (monthly)	Public recognition in team meeting; written thank you to the team; mention in status update to leadership; small token such as a coffee gift card	"Great job delivering the API integration ahead of schedule."
Significant achievements (quarterly)	Recognition in broader team or department meeting; written recognition to their file; nomination for company recognition program; conversation about impact on their career growth	"Your leadership on the platform migration was exceptional."
Exceptional performance (annual / major)	Formal recognition in company-wide meeting; written recognition from senior leadership; bonus or compensation increase; promotion or expanded responsibilities	"You turned around our customer satisfaction scores."

PERSONALIZING RECOGNITION: ASK EACH TEAM MEMBER

"*[Name]*, how do you prefer to be recognized for good work?"

Public recognition: shoutouts in meetings, company-wide visibility. Private recognition: one-on-one acknowledgment, written notes. Tangible rewards: bonuses, gift cards, extra PTO. Growth opportunities: stretch projects, leadership roles.

TEAM RECOGNITION PREFERENCES

Team member	Preferred style (public / private / tangible / growth)	Notes

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RECOGNITION LOG

Date	Team member	What they did and why it mattered	Level given

RECOGNITION BEST PRACTICES

- ☐ Be specific about what they did and why it mattered
- ☐ Recognize effort and growth alongside outcomes
- ☐ Spread recognition across the whole team, stars included
- ☐ Be timely: recognize soon after the achievement
- ☐ Be authentic: forced recognition feels hollow
- ☐ Connect recognition to values and impact

Watch-Out: Respect preferences. Not everyone wants the spotlight, and public praise given to someone who dreads it lands as a punishment.