

THE EXTRA POINT

BY JERRY ROBERTS



1720 Award-winning Companies Should Do This

Many Guam organizations are involved in work where excellent performance is recognized by local and perhaps national industry groups; or their parent organization gives awards where all dealers, distributors, franchisees, etc., compete. If you win something like that, what does it mean and where is the real value? I'm Jerry Roberts, and we'll sort that out next on the Extra Point.

A fair number of Guam businesses receive recognition from local and national groups every year, or win competitions put on by their parent company.

Sometimes it has to do with sales, customer service, safety, or maybe overall performance. You've likely seen those stories in various Guam media. Let's talk about significance and the impact that can be generated if you handle it well.

Some people think that winning an award from an independent industry group carries greater weight than being selected by the national or global headquarters of your particular brand. We'll see if that holds up as we look at the real value of the recognition.

The process is simple. XYZ dealership wins the award. They create a news release which they send to Guam's broadcast and print media, and they post the news on all their social media channels.

The media outlets use the release, pending the available time or space. Sometimes it's news worthy, and other times it's used because the company is an advertiser, or the media hopes to land them as an advertiser. I've been around Guam media for five decades, and that's how it works.

Now, here's the public relations reality, the coverage doesn't last long. maybe you get 20 seconds on a radio newscast, a small spot in the newspaper, and there's a chance some guy with a beard will interview you on the air. It's over pretty quickly as far as media goes.

Then, you can plaster your winning all over your walls, in your advertising, and in your social media. Will that be effective? Possibly, but I wouldn't say it will make a big difference in your sales, for example.

Now let's talk about the real value. That's with your team. If you really want to squeeze the maximum benefit out of winning any award, make it about the people who earned it.

1. Establish the significance of the award. Why is it important, and what does winning it say about them?
2. If there are individual efforts to be recognized, make those secondary to celebrating the team success. Singling out individuals for their contribution to the team award is okay, as it can help to boost morale. It can also reinforce a culture of appreciation and teamwork.
3. Make it an event. It might be a catered lunch in your office, or if you want to add additional significance to the moment, set up a dinner at a hotel with family members attending. Awards and food go well together, however you go about it.

Finally, don't let the award be the end of the process. Instead, use it as the beginning of a renewed effort to go even further and do even better.

- Okay, we won this award for these reasons. Now, what can we do to raise the bar even higher? How can we take our company to a place that we've never imagined possible?
- I've seen companies win an award, bring in a photographer to take professional images, then frame them for their hallways. I've seen the employee breakrooms modernized as a daily reminder of management's gratitude for excellent performance.

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- Some companies ramp up their professional development opportunities as a clear way to let workers know that high achievement also results in additional opportunity.
- The entire process is documented as a part of the company's history, not just to provide a nice memory for participants, but also to show future hires.

To conclude, let's return to the earlier question. Does an award from an independent industry group carry greater weight than being selected by the national or global parent company of your particular brand?

In my opinion, both are equal in terms of giving you an opportunity to pull closer to your team, which is the key issue.

What we're really after is squeezing every ounce of value to recognize our workers, and to motivate them to reach higher.

If we do that right, there's no telling what it can lead to.

That's the Extra Point. Be responsible and make something good happen today. For 93.3FM, the Ray Gibson Show, and First Hawaiian Bank, I'm Jerry Roberts.

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