

# SURRENDER *to* LEAD

## Focused Recognition®

### BEST PRACTICES

Organizations that are intentional about how they integrate their Cultural Beliefs® into every day experiences ensure those beliefs become “sticky.” As a result, we see a more highly engaged, aligned, and productive workforce, and an organization that achieves its Key Results. This guide provides practical tips and best practices for providing Focused Recognition for the demonstration of cultural beliefs, enabling you to accelerate the shifts needed to achieve your Key Results.

**Focused Recognition:** *The practice of providing public recognition to a colleague, team member or leader for demonstrating a Cultural Belief that results in movement toward a Key Result or R2.*

#### WHAT SETS FOCUSED RECOGNITION APART?

Many successful teams recognize the contributions of individual team members and celebrate collective achievements to create a sense of excitement and inspiration. However, recognition practices that are not focused on achieving desired business outcomes can be counterproductive.

Focused Recognition is a unique approach that aligns individual behaviors with the culture and desired business outcomes. This method helps to motivate and inspire teams while also modeling the actions necessary to achieve Key Results.

#### FOCUSED RECOGNITION IS QUICK AND EASY!

- The name of the person (or team) you want to recognize
- The Cultural Belief they demonstrated
- A brief description of how they demonstrated the Cultural Belief
- The R2 or Key Result that was impacted
- Your name and the date the card was filled out



#### Focused Recognition...

##### IS ALWAYS

- ✓ Tied to Cultural Beliefs and impacting R2/Key Results
- ✓ Shining a light on C2 Culture

##### IS NOT

- ✗ General feedback or kudos
- ✗ Calling out C1 Culture

### Focused Recognition

I want to recognize  for demonstrating

Cultural Belief:

in the following manner:

By doing this, you have positively impacted our Key Result(s) and/or R2 of:

Issued by:  Date:

## SECRETS TO SUCCESS

To ensure the effectiveness of Focused Recognition, it is important to get into the habit of sharing it regularly. However, it is equally important to make sure that your Focused Recognition cards meet all the required criteria.

Proper use of Focused Recognition can help to elevate model behaviors and foster internal alignment by providing concrete examples of how to embody Cultural Beliefs and drive Key Results in your organization.

### Focused Recognition

I want to recognize  for demonstrating

Cultural Belief:

in the following manner:

Ricki delivered the Commex data early, allowing us to add another layer of analysis that really wowed our customer. By delighting them, they doubled their order, impacting our Key Result of +10% Revenue.

By doing this, you have positively impacted our Key Result(s) and/or R2 of:

Issued by:  Date:

### Focused Recognition

I want to recognize  for demonstrating

Cultural Belief:

in the following manner:

You always lend a helping hand, and I can count on you when you are needed. Thank you for all your hard work and dedication helping our efforts!

By doing this, you have positively impacted our Key Result(s) and/or R2 of:

Issued by:  Date:

### PRO TIP

If you notice a Focused Recognition card missing some key elements, offer appreciative and constructive feedback to help improve the flow for next time.

## Focused Recognition...

### DO

- ✓ Fill out every part of the Focused Recognition card
- ✓ Focus on one Cultural Belief and weave its definition into your story
- ✓ Provide a specific example of that Cultural Belief in action (the more specific, the better!)
- ✓ Make a clear connection between the Cultural Belief embodied and the Key Result impacted



### DON'T

- ✗ Leave any part of the card blank
- ✗ Express general appreciation that isn't tied to Cultural Beliefs and Key Results
- ✗ Forget to connect your example to a specific Cultural Belief
- ✗ Neglect to indicate which Key Result the person positively impacted
- ✗ Try to cover multiple Cultural Beliefs in one card

Spend 30 minutes with our subject-matter expert senior partners to discuss and address your organization's challenges through specific culture recommendations to change the entire trajectory of your organization.

Speak With an Expert

[surrendertolead.com/consultation](https://surrendertolead.com/consultation)