



# Make their day

Creating a 'recognition culture' means showing employees their contributions matter *By Carrie Howard*

For Bezzette Travis, receiving a service award from her manager in the company of her peers was a high point in her Boeing career.

"As I read the words on my 30-year certificate, my heart filled with the same pride I felt upon receiving my very first service award," said Travis, a security design and integration specialist in Information Technology.

"People deserve to be recognized for their contributions," said Doug Kight, vice president of Human Resources Strategy, Compensation and Benefits. "It's important to thank people for the good work they do and to let them know their contributions are critical to the success of the company. A few good words can make a tremendous difference in how someone feels about his or her job."

The Boeing Recognition Program recently made several changes to help make recognition more meaningful for employees and less complicated for managers.

The basic elements of the program remain the same, including Pride@Boeing nomination-based awards; informal Instant Appreciation awards; cash awards, which are given at a manager's discretion; and Service Awards, bestowed at five-year intervals.

Jim Dingus, Recognition Programs specialist, said the company wants to create a "recognition culture" in which employees feel appreciated and understand how their efforts contribute to the success of their program, business unit and company on a daily basis.

"A recognition culture creates an environment where employees' accomplishments and service are recognized—which helps them stay motivated to contribute and achieve more," Dingus said.

Travis understands the impact that recognition can have on employee morale. "From my first day on the job, I felt as though the company recognized my hard work and dedication and encouraged me to continue down the path of employee excellence," she said.

Appreciation might take the form of praising an employee's efforts, sending an Ecard or handwritten thank-you note, sharing positive customer comments or nominating the employee for a Pride award.

"These may be little things, but little things can mean a lot," said Lisa Moggio, director of Compensation.

Beginning this year, all elements of recognition are administered under the Boeing Recognition Program, and new Web banners and links make it easier to find information on recognition, submit nominations and redeem awards on the Boeing intranet.

In addition, the Boeing Stores team has been asked to make the program more efficient and to improve the award selections. Boeing Store buyers have studied past recognition award orders to refine award selections, eliminate redundancy and ensure that awards are tailored to the Boeing population's preferences.

"We share the pride in Boeing's heritage and in the accomplishments of our fellow employees across the enterprise," said Jim Newcomb, who oversees the Boeing Stores and is the director of Global Brand Management & Advertising. "We want to celebrate that pride with an even better selection of items that connect the awards more closely to employees' work achievements and service."

Employees can use their award points at the Boeing Store, and the award programs offer a wide selection of gift cards, so that employees can shop in person or online at a number of retail partners and find the best values.

Travis redeemed her Service Award through the online catalog and recently used some Pride@Boeing award points at the Boeing Store.

"I made all my selections with a sense of pride," she said. "I got a camcorder to capture happy memories to share with my grandchildren over the coming years, and the Boeing T-shirts and airplane models remind me that I play a part in the development of Boeing aerospace products. Those things mean a lot to me." ■

Questions? Contact Nancy Kaiser at [nancy.e.kaiser@boeing.com](mailto:nancy.e.kaiser@boeing.com)

To view your personal account and redemption options, visit Boeing TotalAccess and click My Pay & Incentives, then click Incentives & Employee Recognition. Links to Service Awards and Pride@Boeing can be found there.

**PHOTO:** Bezzette Travis of Information Technology was recognized for her three decades of service. BOB FERGUSON/BOEING