



Pitching Recognition to the C-Suite: A Quick Guide

How to Gain Buy-In From Your Top Level Executives for a New Recognition Program

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Do Your Homework

Know your organization; know your culture

- Know your C-Suite, their expectations and what they expect when looking for their buy-in
 - Figure out “what’s in it for them” – what will they gain, what will the organization gain?

Come to them with solutions, not questions or problems

- Determine what you need to do and have the answers in advance
- Do you have an existing recognition program / platform? Are you looking to change it up and why? Are you looking to start from scratch?
- Are there key initiatives / programs going on in your organization at this time that you can link a recognition and rewards program to?



Do Your Legwork

Complete as much of the legwork as possible in advance

- Find out how any existing recognition programs are working – **and how much they are costing** your organization
 - Is there a “hidden manager spend” (i.e. managers expensing ad hoc rewards, lunches, etc)?
- What are the gains with the existing programs?
- Think outside the traditional recognition / service award box – are there other ways your program can support / reward new behaviours? Sales programs? Incentivizing employees?
- Create a “gap analysis” with any existing programs and determine **how the new program you’re pitching can fill those gaps**
- Talk to other colleagues that have successfully pitched to the C-Suite – **what worked?** More importantly – **what didn’t?**



Where Are You On Your Rewards Journey?

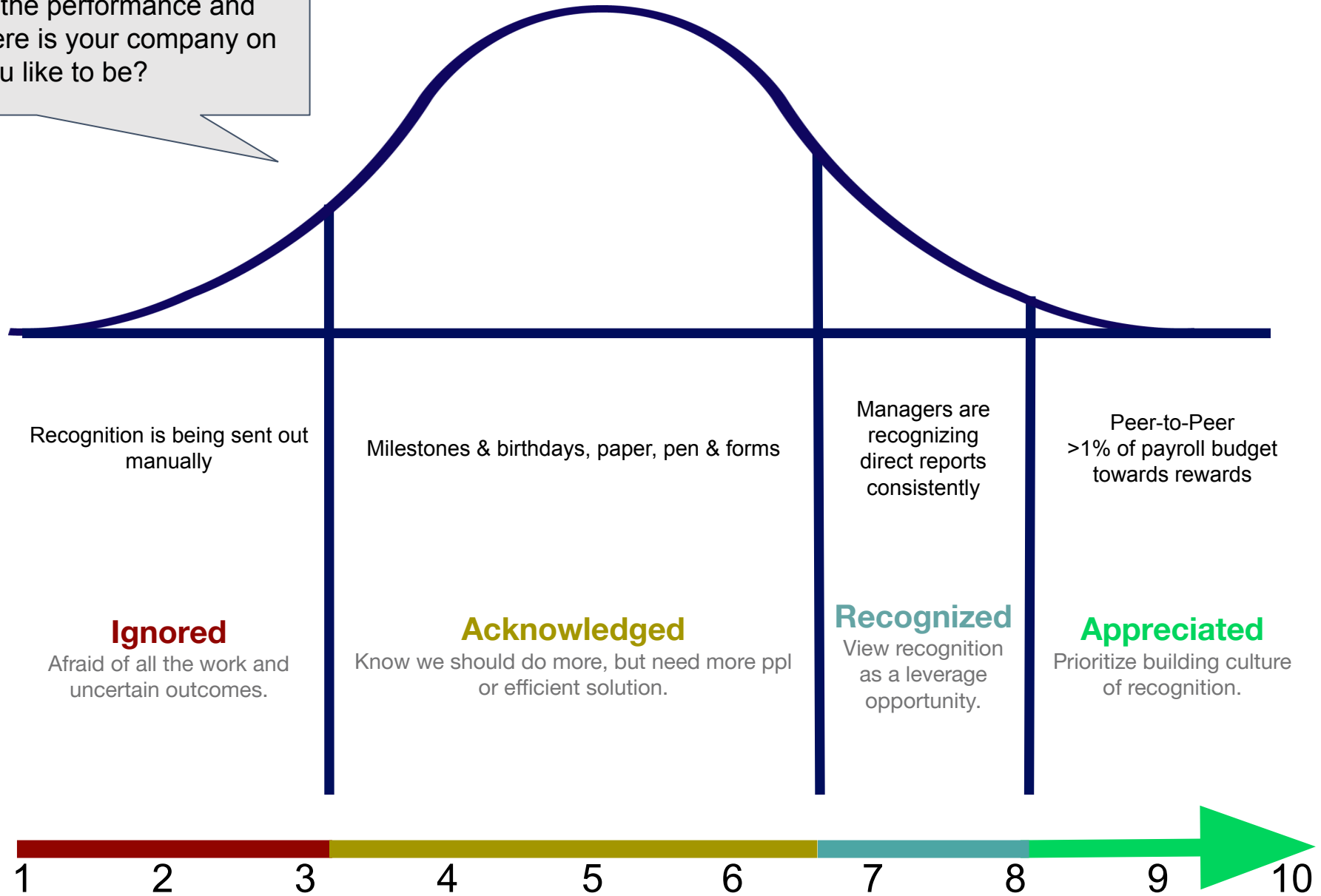


Consider this bell curve on the performance and number of companies. Where is your company on the scale? Where would you like to be?

Number of Companies

What This Looks Like

How Employees Feel



Find a C-Suite Champion

- Who are you presenting to?
- Are they financially driven or do they see programs like Rewards and Recognition as key to the organization's success?
- How much education will you need to do so they understand the value of recognition programs for employees?
- Are there opportunities for meetings / time with executives in advance of the key presentation?
- Are any of the C-Suite advocates for existing recognition programs?
- Is a C-Suite member willing to champion the program with you?



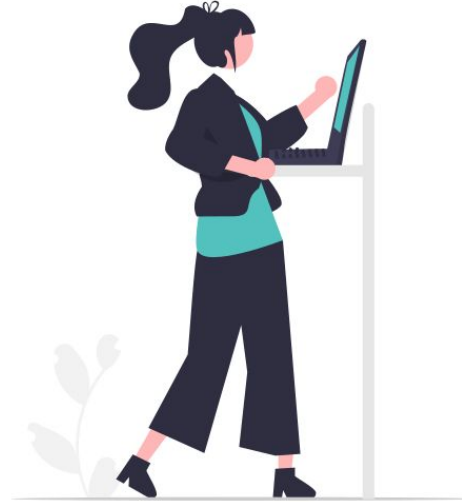
Create Your Presentation

Don't overload and ensure you play to your audience

Remember based on your legwork

- Do they want the numbers?
- The strategy fulfillment?
- The story of how recognition will improve retention/ morale / engagement / attraction / production?

The execs that are financially driven will expect to see numbers – but **not all the detail needs to be in the presentation.** Some can be included in the appendix at the end.



Remember all the previous steps and apply AMORE:

Aim – what are you trying to achieve?

Motivate – what are the gains for them saying “yes”!

Outline – stay brief but clear on what the recognition program is and how it will work

Recap – re-iterate briefly

Ending – questions, next step etc.



Pre-Presentation Checklist

- ❑ **PURGE** - Have you included only what you need to include and deleted what can be removed or put in an appendix?
- ❑ **PRACTICE** - Run through your presentation with a trusted colleague or even a C-Suite champion
- ❑ **PLOT** - Don't forget your overall aim - does the presentation make this clear?
- ❑ **PLAN** - your timing - make sure you leave time for questions but don't rush through the critical points you're trying to make
- ❑ **PREPARE** - Have a list of answers ready for possible questions
- ❑ **PAT** yourself on the back - You've got this!



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Helpful Tools & Links

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Literature on Rewards & Recognition

[Common Recognition Programs & Best Practices](#)

[Guusto Videos on Rewards & Recognition](#)

[Guusto Culture Building Tips](#)

[Do You Tell Your Employees You Appreciate Them? \(HBR\)](#)

[Employee Engagement Drops for First Year in a Decade](#)

[7 Hidden Reasons Employees Leave](#)

[3 Steps to Get Executive Buy-In For Recognition Programs](#)

[5 Steps to Increase Manager Adoption of Your Recognition Program](#)

[Why the ROI of Employee Recognition is Mind-Blowing](#)

[Why In-house Recognition Programs Don't Work](#)

[5 Steps To Modernize Your Milestone Program](#)

[How to Quickly Launch Employee Recognition Programs Using Agile HR](#)

[17 Employee Recognition Metrics to Measure the Success of Your Program](#)

