

OVATION

Guide to
**effective award
presentations**

W O R K B O O K

CONTENTS

HOW TO USE THIS WORKBOOK.....	1
THE VALUE OF AN EFFECTIVE AWARD PRESENTATION.....	2
EFFECTIVE PRESENTATION: THE 5Ws.....	3
OTHER PRESENTATION COMPONENTS.....	5
PRESENTATION WORKSHEET.....	7
EXAMPLES.....	9
SELF EVALUATION.....	11

This workbook can help you make effective, memorable award presentations. And, when you effectively recognize the contributions of others, you increase your own contribution to the organization.

HOW TO USE THIS WORKBOOK

This workbook can help you develop all the skills you'll need to make effective, memorable awards presentations.

Tip:..... Keep the workbook handy and use it to prepare each time you present a

The goal of *Ovation* is not to make everyone a polished public speaker; On the other hand, you should find that when you take the time to prepare a meaningful message, the delivery of that message will take care of itself.

recognition award. Its samples, tips and additional exercises will help you communicate to your employees:

“Recognition lifts the human spirit”

THIS WORKBOOK INCLUDES:

- Explanation of the 5Ws of an effective presentation:
When, Where, Who, Why and What.
- An explanation of other elements in an effective presentation:
Introduction, Conclusion, Overall Impression and Informal versus Formal presentation settings.
- A worksheet to help you use the 5Ws of an effective presentation.
- Examples of introductions, conclusions and award symbolism.
- Worksheets to help you prepare for specific presentations.
- Self Evaluation Form.

Tip:..... Make copies of the worksheets and evaluation forms so you'll always be ready when you present an award.

THE VALUE OF AN EFFECTIVE AWARD PRESENTATION

Presenting a recognition award to an employee gives you the opportunity to celebrate achievement. It's also a way to reinforce the behaviors that make him or her a valued member of your team. In that way, you can use the presentation to create a link between individual achievement and the organization's larger vision, mission, goals and values.

A critical element in harnessing the power of recognition—one that you control—is the presentation of the award. When you make an award presentation, you represent the organization to your co-workers. The public recognition that's part of an award presentation encourages both the recipient—and all those present—to continue to work in support of the goals and objectives. It gives you the power to help create an environment that enhances performance.

FROM THE EXPERTS:

"Rewarding employees for their exceptional work is critical for keeping them motivated to continue to do their best."

Ken Blanchard

"Be careful what you recognize because it will surely and absolutely multiply."

Tom Peters

EFFECTIVE RECOGNITION AND AWARD PRESENTATION CAN:

- Commit employees to the vision.
- Align all initiatives to company goals.
- Integrate critical objectives.
- Reinforce desired behaviors.
- Focus on results.

Tip:

As someone who presents awards, you play an integral part in making the link between individual achievement and broader objectives.

EFFECTIVE PRESENTATION: THE 5Ws

An effective award presentation helps everyone understand why the recipient is important to our company while reinforcing the things we value.

The 5Ws help you use every award presentation to demonstrate how individual or team performance aligns to the highest level of beliefs in the company, such as vision, mission, values and goals.

ASK THE RIGHT QUESTIONS

WHEN

In thinking about “When” you’ll present the recognition award, make sure you consider the following:

Tip:.....
Present a service anniversary award on or very near the anniversary date.

- Make the presentation of the award a public event.

- Present the award on or near the event that earned it.

Tip:.....
Don’t start a presentation at the end of the work day; it may make the presentation seem rushed.

- Select a time that isn’t too stressful or one that wouldn’t seem inappropriate.

- Give yourself adequate time to prepare for the presentation.

WHERE

When selecting the location for a presentation consider whether the presentation is informal, semi-formal or formal.

Select an appropriate location for the presentation that:

Tip:.....
A ten- or twenty-five-year service anniversary award might call for a more formal setting than a three- or five-year service award.

Performance awards for quarterly or annual business results should be semi-formal, or even formal.

Present awards that recognize behavior “on the spot” as close to observation of the behavior as possible. Generally, these presentations call for an informal setting.

- Accommodates the number of attendees.

- Is comfortable and relaxed.

- Suits the tone of the presentation (informal, semi-formal or formal).

WHO **Tip:**

Think about the individual you're recognizing and make the presentation appropriate to him or her.

Pay attention to:

- When the recipient started with our organization.
- The recipient's title and responsibilities.
- Promotions and other significant career events.
- Professional traits.
- Personal character.

WHY

This is the foundation of your presentation. It's important for you to explain the reason for the award. You might mention:

- A specific behavior.
- How the individual's performance achieved specific results.
- A service anniversary, marking contributions over time. **Tip:**

Every presentation lets you demonstrate the link between individual achievement and contribution to the organization's goals.

- Give examples of dedicated performance, extra effort to complete specific projects and ways the recipient's overall character and personality has supported the organization's vision and values.
- Review the recipient's support of new projects, new business and leadership changes, and how that linked to positive business results.
- Show how the recipient's personal or team goals have helped the organization to achieve *its* goals.

Involve members of the work team, asking them to relate their own observations about the recipient's contributions.

Think of who else should be in attendance. Major milestones might call for the presence of senior management, family or friends from other divisions.

Consider asking others who know the recipient to say a few words about his or her accomplishments.

A service anniversary gives you a special opportunity to emphasize the individual's *contribution* during his or her tenure—not just the length of service. It lets you answer the question: Why is this individual important to the company?

Tip:..... **WHAT**

When the individual has chosen from a collection of awards, note how that choice ties to a hobby or special interest.

Describing the “What” of an award also plays a role in your presentation. Take the time to understand how the symbolic nature of the award ties to the individual, then demonstrate how the award ties to the behavior for which the recipient is particularly valued.

OTHER PRESENTATION COMPONENTS

Paying attention to a few additional elements—besides the 5Ws—will improve further the effectiveness of your presentation.

INTRODUCTION

The introduction sets the tone, the direction and it mentions the award recipient. The introduction’s main goal is telling people who is receiving the award. It gives you the opportunity to personalize the presentation and set the tone.

EXAMPLE:

“Can anyone tell me who started at our company 10 years ago as a sales assistant? If you haven’t guessed, I’m talking about Michelle Jensen.”

The example effectively sets the tone (especially if Michelle has been promoted in the past 10 years), and tells everyone who is being recognized.

CONCLUSION

The point of the conclusion is to summarize and to impart a lasting impression on the audience. The goal is to have people leave with a good feeling about the person receiving the award, themselves, and the company.

EXAMPLE:

“While we were honoring Michelle for her accomplishments over the last 10 years, I want to thank not only Michelle, but the rest of you who have dedicated the type of commitment and enthusiasm she has shown. It’s because of all of you that we’re striving for our vision of worldwide excellence.”

Remember, part of the value of an award presentation is the secondary effect of the presentation itself. The conclusion is an excellent time to create that secondary effect by recognizing those in attendance. This works most effectively when you summarize the presentation. In the conclusion you are recognizing Michelle, her 10 years of service, her behaviors and how they relate to the group.

OVERALL IMPRESSION

Tip:

You don't have to be a polished speaker to deliver a good award presentation; sincerity is the key to creating a positive overall impression.

Avoid "inside" comments about habits, tastes or other personal references—something to pay special attention to when you know the individual well.

To be effective, a presentation must be sincere and highlight accomplishments of the individual. It should also acknowledge the company's vision, mission and goals.

INFORMAL VERSUS FORMAL PRESENTATIONS

Tip:

The examples in this workbook demonstrate a range of presentation situations.

A banquet honoring year-end achievement or the culmination of a career should be very formal.

Informal presentations should be more personal in nature. Focus on the employee or team you're recognizing, and direct your comments at the recipient's unique characteristics and on how his or her behavior contributed to the vision, mission and goals.

Formal presentations are broader in scope. There may be less time to focus on each individual or team, so the nature of your comments should inspire those in attendance to emulate the recipients. It is also a good time to thank *everyone* in attendance for the efforts that have helped make the company successful.

PRESENTATION WORKSHEET

Use the following worksheet to prepare for your presentation. Paying attention to the 5Ws, the Introduction and the Conclusion will ensure that you leave a positive Overall Impression.

WHEN/WHERE

Date: _____ Time: _____ Place: _____

WHO

Recipient's name: _____

Title: _____

Years with company: _____

Promotions: _____

Valued personal trait(s): _____

Other speaker(s) (Optional)

Name(s): _____, _____

Relationship to recipient: _____,

Before the presentation, spend a few minutes with other speakers and use the space below to outline anticipated comments.

WHY

Reason for award: _____

(year anniversary, accomplishment, contribution, etc.)

Ways recipient supported the organization:

Demonstrated behavior(s): _____

How it (they) supported the mission, vision, goals or other key events in organization's history:

WHAT

Award: _____

Symbolic value: _____

Ties to professional characteristics and hobbies: _____

The What plays an important role in your presentation. Take the time to understand how the symbolic nature of the award ties to achievement we recognize.

INTRODUCTION

Mention award recipient and set tone with something personal about the recipient. See Who.

Remember, people often start to reach an overall impression from the very first words. By preparing a personalized introduction, you can make an impression that will enhance the effectiveness of your presentation.

CONCLUSION

Summarize by mentioning:

- Award recipient
- Accomplishment(s)
- Ties with others who are attending

Remember, part of the value of an award presentation is the secondary effect of the presentation itself. The conclusion is an excellent time to create that secondary effect by recognizing those in attendance.

EXAMPLES

INTRODUCTION

We're here to honor an employee whose outgoing personality and dedication is part of the reason for the laughter and productivity in our office. If you haven't guessed, her name is Michelle Jensen.

AWARD SYMBOLISM

MTM RECOGNITION RING OR JEWELRY

You've chosen a 14 kt. gold bracelet. As you know, gold is one of the most precious metals. I hope you'll wear your 14 kt. gold bracelet as a symbol of the value that your work brings to our company and that your friendship brings to your co-workers.

CONCLUSION

To summarize, I want to thank Michelle for her contributions to improving our customer service. I also want to thank each of you, because we all know that our continued improvement in our customer satisfaction scores are because of your continued commitment to quality.

.....

INTRODUCTION

Can anyone tell me who started at our company 10 years ago today? Let me give you a hint, he started as an assistant, but that didn't last long. It took only a year for his first promotion and he's received many promotions since. Yes, I'm talking about Albert Black.

AWARD SYMBOLISM

MTM RECOGNITION OR MONTREUX[®] WATCH

This watch is a symbol of how we keep ourselves on our daily schedules as we move towards the goals of the future. In the same way, his work is leading us toward our goal of global distribution.

CONCLUSION

Albert, on your 10-year anniversary I wanted to say “Thank you” for your many accomplishments which have made our company more successful. Over the years, you’ve been through a lot and I want to thank you for your dedication to our re-engineering effort. I also want to thank all of you [the audience]. With your help, our company will be better than it ever was in the past.

.....

INTRODUCTION

This year our profits increased 10 percent. Steve Williams, our award recipient, is the type of employee that leads us to that increase in profits.

AWARD SYMBOLISM

LENOX[®] CHINA AND CRYSTAL

The heirloom quality of this Lenox china should serve as an appropriate, lasting reminder of the impact of Steve’s contributions to our vision, mission and goals. It is a symbol of the importance we place on the quality we deliver to our customers.

CONCLUSION

To conclude, I want to say “Congratulations” to Steve, and thank him and all of you for an outstanding quarter. Your dedicated efforts have made this possible.

Tip:..... **SELF EVALUATION**

To better gauge the effectiveness of your presentation, you may want to ask award recipients or people in attendance at the presentation to fill out an evaluation of your presentation.

RATE YOURSELF ON THE FOLLOWING SCALE.

- Strongly agree: 5
- Agree: 4
- Neutral: 3
- Disagree: 2
- Strongly disagree: 1

1. I personalized the presentation to the recipient.

 2. I stressed the company goals and how the recipient contributed to those goals.

 3. I tied the symbolism of the award into the accomplishments of the recipient.

 4. I concluded by thanking everyone in attendance—not only the award recipient—for their contributions.

 5. I took the time to prepare for this presentation.

 6. I presented the award at a time that was appropriate and not too stressful.

- Total Score:

Your minimum goal should be a score of 24.