**Video Title:** Employee Recognition Done Awesome

**Video URL:** [**https://www.youtube.com/watch?v=XccyUJoCfKE**](https://www.youtube.com/watch?v=XccyUJoCfKE)

**Run Time/Source:** 2:03,Dave Crenshaw/YouTube **Close Caption Available:** Yes

Recognition as a motivator is described on pages 166-168 of the textbook. In this brief video, motivational speaker David Crenshaw describes a basic program of employee recognition referred to as “Acts of Awesomeness.” (The employee receives recognition for being awesome.) The recognition program consists of three basic components, as follows:

First, is to look for good, or seek to recognize what employees are doing right instead of looking for what might be going wrong. Second, the recognition program should be consistent and public. Managers should apply recognition consistently and let other employees know about who is getting recognized for what good deed. Third, reward both people—the recipient of the recognition and the person who nominated the employee to be recognized. The rewards can be small, such as a meal or a gift certificate.

*Questions for Thought and Discussion*

1. Identify at least two rules for applying positive reinforcement that are built into “Acts of Awesomeness.”

2. How well does this program choose an appropriate reward?

3. How well are the Acts of Awesomeness linked to organizational goals?

4. In what way might peer recognition be included in Acts of Awesomeness?

5. To what extent does the Acts of Awesomeness program seem a little hokey to you?