



How to **recognise** someone who shrugs off praise

Some people find recognition uncomfortable, but they still want to feel valued for the work they do. You just need to find a different way to show your appreciation.

Ideas to try

Make it private. A quiet word or message often lands better than a public shoutout.

Be specific and focus on outcome. Skip “you’re amazing” and outline exactly what they did and the impact it had.

Don’t push for a reaction. If they play it down, don’t argue, just acknowledge it.

Recognise through action. Give them a seat at the table on bigger projects or put them forward for promotion.

Make it a pattern. Smaller, consistent recognitions work better than one big moment.

Watch out for

- Overcompensating when they deflect, which risks making them more uncomfortable
- Giving up on recognition entirely – they still want to feel valued, just differently

Recognising with Perkbox

Send regular, smaller recognitions via the Perkbox app. Be specific and add values to make it impact-led.

When to add reward

For someone who deflects praise, a reward is a great way to acknowledge a big win and show how much their contributions matter.



How to **recognise** when the project **didn't deliver**, but the **effort did**

When projects don't land, it can feel risky to recognise the effort behind them. Separating outcome from how someone showed up lets you hold high standards while acknowledging their attitude and approach.

What to do

Name what you're recognising clearly.

Recognise their efforts rather than the outcome.

Be specific about what good looked like.

Point to something they did that's worth making note of.

Do it privately.

A direct conversation gives the person the space to receive it and respond honestly.

Tie it to what comes next. Recognition after failure lands better when it's forward looking and shows you still believe in them.

Don't wait too long. Timely acknowledgement, even a brief moment, makes it more impactful.

Watch out for

- "You tried your best" – focus on what they did well, not on effort as an excuse for the outcome
- Recognising too publicly, as it risks feel tone-deaf to the person and confusing to the team

Recognising with Perkbox

Recognise someone privately for their efforts in the first instance, but you can mirror it publicly via Perkbox by tying it to your company values. Keep it focused on the positive action.

When to add reward

This requires judgement. A reward can reinforce positive behaviours but must be careful not to inadvertently reward a failed outcome.



How to make public **recognition** land well

Public recognition done well is powerful, but what motivates one person can embarrass another. A few simple habits can make sure these moments are genuine and meaningful.

What to do

Understand preferences. Think about the person and what their preferences are. Are they someone who is happy to be recognised publicly?

Lead with the work, not the person. Be specific about what they did – it makes recognition more meaningful.

Be specific about the impact. Vague praise is easy to breeze past, whereas specific impact holds more weight, especially publicly.

Keep the emotion proportionate. Save more emotional recognition for one-to-one interactions.

Keep it brief. Say what you're recognising them for, be specific and cover the impact.

Watch out for

- Generic praise with no specifics
- Only recognising visible contributors – everyone played a role, so call out individual contributions

Recognising with Perkbox

Public recognition is easy via the Perkbox platform. A well-crafted recognition here is visible and sets the standard for the team. You can attach Reward points, too.

When to add reward

Public recognition with reward signals that the contribution was significant and really mattered.



How to **recognise** a team for a win

When a project lands well, it's tempting to celebrate the outcome and move on. Here's how to celebrate the people behind it, and the collaboration and communication that made it happen.

What to do

Celebrate the how. Think beyond the result, looking at the behaviours and the people behind it.

Name the collaboration. Avoid vague group praise like "great teamwork" and be specific about the moments that mattered.

Recognise the group and the individuals. A collective shoutout recognises their shared effort, but individual recognition goes beyond output.

Timing is key. Make sure the recognitions come close to the win. Waiting until the next big group meeting dulls the impact.

Make it visible beyond the team. Publicly recognising the team reinforces the importance of their work to the wider organisation.

Watch out for

- Identical recognition that doesn't account for varying levels of involvement
- Recognising at the end. Early contributions are easy to overlook when time's passed

Recognising with Perkbox

Post both group and individual recognitions publicly with Perkbox to cover the collective effort and individual contributions.

When to add reward

Rewards work well for significant milestones, but make sure that team rewards are equitable to maintain the goodwill behind the gesture.



How to **recognise** fairly when contributions aren't equal

Fair recognition doesn't mean identical recognition. When people have contributed differently, going beyond blanket praise is how you make everyone feel seen and valued.

What to do

Separate public and private recognition. Use public forums to recognise collective effort, but follow up individually for unique contributions

Highlight something for everyone.

Each person did something worth naming, even if it wasn't the most visible

Recognise throughout, not just at the end.

If someone contributed early on and has to wait months for recognition, the impact is lost. Recognise close to the contribution

Vary the depth, not the sincerity.

Some recognitions can be more substantial than others. What matters is that each feels genuine and specific

Don't overlook quiet contributors. Some people do essential, invisible work. Make sure they're recognised for it

Watch out for

- Overcompensating when they deflect, which risks making them more uncomfortable
- Giving up on recognition entirely – they still want to feel valued, just differently

Recognising with Perkbox

Perkbox makes group and individual recognitions straightforward, with the option to add messages, values and Reward points at any project stage.

When to add reward

When contributions are vastly different, you might want to vary rewards – but consider how this might land publicly. Keep rewards equal and let the recognition do the differentiating.



How to **recognise** remote and hybrid workers fairly

Out of sight shouldn't mean out of mind, but for remote or hybrid workers, that is sometimes the case. Without the regular triggers for recognition that happen in the same environment, it has to be intentional.

What to do

Do a recognition check. Think about who you've recognised recently, and whether your remote or hybrid team members are regularly included.

Create the right conditions. Standing agenda items for shared wins and regular one-to-ones give you visibility of the hard work happening.

Be deliberate. Recognition won't happen organically like it does in person. Building it into regular routines makes it a habit.

Make it feel genuine. The standard is the same: it should be specific, timely and tied to real outcomes, as it would be in person.

Written recognition as the default. It's permanent and sharable, and works equally for remote and in-person teams.

Watch out for

- Saving recognition for in person moments risks people being regularly left out
- Assuming remote workers are fine because they haven't said otherwise

Recognising with Perkbox

Perkbox levels the playing field, making it easy to recognise your whole team equally, whether they're across the room or across the country. It also boosts visibility of remote workers.

When to add reward

For remote or hybrid workers, a reward alongside recognition makes it feel more tangible, especially when they miss the in-person energy of a team celebration.