



# Thank you for Being Co-op

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**A guide for managers**  
Building a culture of recognition

# Recognition at the Co-op

We're creating a culture which is unique to the Co-op, in which all colleagues feel appreciated and recognised for their individual contribution to:

- The Co-op's purpose: 'A better way of doing business for you and your community'.
- Recruiting new members and encouraging the engagement of existing members.
- Developing links with our communities.
- Bringing to life our Ways of Being Co-op with colleagues, customers, members and communities, which are:

**Be yourself, always**

**Show you care**

**Do what matters most**

**Succeed together**



Research shows that colleagues who are thanked are more motivated and engaged, and when this is noticed by other colleagues they can, in turn, be inspired by their peers. From a business perspective, this means we can deliver much more for our customers, members and communities.

A **lack of recognition** is the **number 1** reason people **leave** their jobs.



**90%** of the UK workforce say **recognition** motivates them to do a **better job**.

When a company's employees are **engaged**, **profitability** increases by **22%**.



Those companies with a **mature recognition system** are **12 times** more likely to have **strong business results**.

**86%** of employees like to have their **efforts** and **contributions** at work formally **recognised**.

**64%** of employees **would leave** their current company for one that clearly **recognised** contributions.



# Recognition at the Co-op: what are our aims?

This is what we want to achieve:

- A recognition system that is unique to the Co-op's culture and to the values and needs of our colleagues.
- Colleagues who feel valued, leading to greater engagement – helping to reduce turnover, retain talent and reduce spend on recruitment and absence.
- A positive shift in culture at the Co-op to one of empowerment and trust.
- Colleagues to know that anybody can recognise anybody else (not just leaders) for helping to deliver the Co-op purpose and exemplifying our Ways of Being Co-op – a cultural shift reinforcing a more democratic approach to recognition.
- Colleagues in an open exchange of ideas and learning with senior leaders, reducing the 'them' and 'us' old-fashioned hierarchical behaviours.

- A greater emphasis on appropriate recognition (rather than gifts), closely linked to our Ways of Being Co-op, to encourage our colleagues to keep on delivering our purpose.
- A virtuous circle of recognising good behaviours that then inspires other colleagues to do the same.
- All colleagues to have been recognised for something they've done to help the Co-op deliver our purpose.
- Leaders to celebrate and recognise colleague effort.
- A spotlight to be shone on teams that are already recognising great work, sharing good practice across the organisation so that others can learn and benefit from it.

**We want the Ways of Being Co-op to become  
'just the way we do things around here'.**



# Recognition at the Co-op: how do we achieve our aims?

We intend to achieve our aims through the following two streams of work:

## 1. Everyday thank you

This means recognising colleagues every day for the great work they do. Crucially, anybody can recognise anybody else (not just leaders).

We've created several tools to help you, and your team members, say thank you:

### **Thank you boxes**

Most teams across the Co-op have got access to one these boxes – full of fun things to help you say thank you to colleagues, including selfie frames and speech bubbles. It also includes voucher holders, so you can order a voucher from [giftvouchers@coop.co.uk](mailto:giftvouchers@coop.co.uk) when someone has truly gone the extra mile. We have created a [guide to using the thank you boxes](#), which gives you some tips and ideas.



### Electronic thank you cards



Choose from one of five designs and send it by email to your colleague.

### Printable certificates

Print out a certificate and hand it to your colleague in person.



### Our Wall of Fame

You can use the 'Share a Being Co-op story' form on the Thank you for Being Co-op website to tell us about a colleague whose story you think should feature on our wall of fame. If someone in your team is nominated, you'll get an email notification so that you can spread the good news.



Of course, the more personal a thank you is, the better. Turn to page 11 for some more 'off-the-wall' ideas of how you can say thank you and motivate your team to support the Co-op's purpose.

## 2. Thank you for Being Co-op Awards

An annual award for the special colleagues who go 'above and beyond' for the Co-op.

Our first Thank you for Being Co-op Awards (2018) were a great success, as we recognised those colleagues who made a difference to our customers, members, communities and each other. Winning colleagues get to enjoy an experience that is totally unique to the Co-op.

You can read some the 2018 winners' stories [here](#).





# Top tips for saying thank you

1. **Be timely.** Saying thank you in the moment can be more powerful than saving it up for later.
2. **Be specific** on what you're thanking your team member for and if you can relate this to the Ways of Being Co-op, that's even better.
3. **Be personal** and tailor your thank you to the individual. If you think they'd appreciate a handwritten card more than an email, do it - there's no right or wrong way to say thanks.
4. **Say it like you mean it.** Being authentic in your thanks will make a difference.
5. **Say it in front of the whole team,** if you think your colleague will be happy to be the centre of attention (not everyone is!). Giving thanks in front of the whole team can strengthen team bonds.



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6. **Share a story.** Storytelling is a powerful tool. When recognising a colleague, add a personal anecdote or story to make it more powerful. Know what your team members love – from their favourite tippie to their favourite football team!
7. **Invite others to speak.** Get colleagues to play a role too – it will help everyone take ownership of our recognition programme.
8. **Keep it regular.** Recognition is a need, not a want. Research shows that employees actually need some form of recognition every seven days. This can be as simple as a verbal thank you or a short email.
9. **Match the effort.** Recognition should match the effort or results, or it loses its value.
10. **Keep it Co-op.** If you think a colleague should be rewarded with a gift, keep it Co-op if you can. There are loads of gift ideas in store and from Co-op Electrical, and we've even introduced an easier way for leaders to buy Co-op vouchers: just send your order to [giftvouchers@coop.co.uk](mailto:giftvouchers@coop.co.uk).

# Cheap ways to recognise your colleagues

Although we'd always love to roll out the red carpet and strike up the band to recognise our colleagues, sometimes that just isn't possible. Here are ten simple ways you can say 'thank you' quickly and with minimal cost:

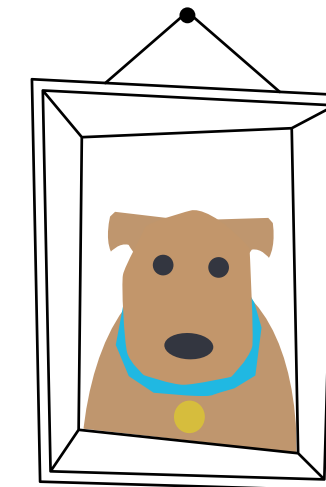
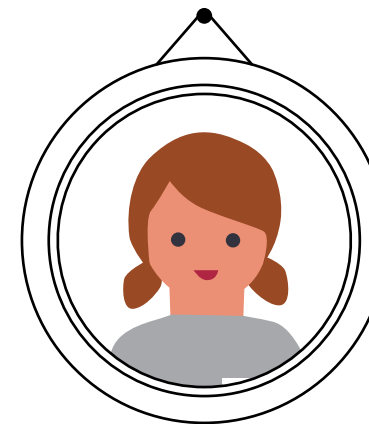
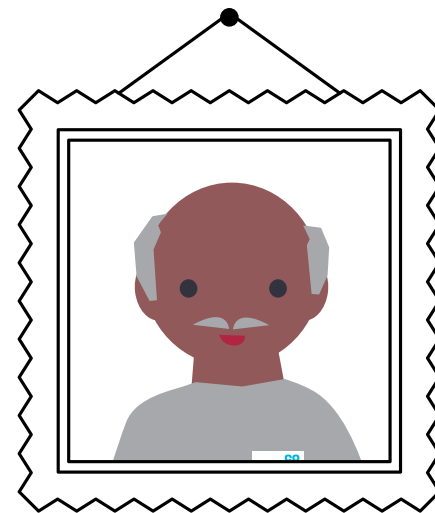
1. Go to [www.coop.co.uk/thankyou](http://www.coop.co.uk/thankyou) and send a digital thank you card or print out a certificate to give to them in person.
2. Share their story via the website and it may appear on our Wall of Fame or get tweeted.
3. Run an office 'guardian angel' event. Like a secret santa, everyone is given a colleague for whom they must do something nice - and free - during Angel Week. This might be making their brews, a complimentary post-it note, or collecting their printing. You can set a small budget (enough for a bar of their favourite chocolate maybe) but the emphasis should be on getting creative.



4. If the person you want to thank is a contractor, consider writing a recommendation on their LinkedIn profile. Asking for recommendations can be awkward, and this lets everyone else know what a fantastic person they are to work with.
5. Embed a culture of saying thank you across your whole team, and at your next meeting, ask everyone to say thank you to a person in the team who has helped them recently. This is a great chance to recognise the small things, like helping you fix the formula on a spreadsheet.
6. You can buy packets of small plastic trophies from the pound shop and run your own 'Oscar' ceremony to thank people for their contribution to the team.
7. Or, find a fun trophy or figurine that you can pass around your team. Give it to a colleague who has exemplified the Ways of Being Co-op, and let them keep it for a week. Come the next week, let that colleague hand it over to one of their peers who has done the same.



8. Set up a 'pay it forward' box. Employees just put a note in the box when they see a colleague doing something great and the notes can be regularly read out and displayed. You can also give a small reward to the employee who's accumulated the most notes each week.
9. Create your own 'Wall of Fame' and pin photos, letters and stories that show how your team is Being Co-op.
10. Just say it. No bells, no whistles, just say thank you - and mean it.



# Being Co-op contact details

## Got a question about Being Co-op?

Send an email to [thankyouforbeingcoop@coop.co.uk](mailto:thankyouforbeingcoop@coop.co.uk)

## Need to order more Co-op vouchers for your thank you box?

Email your order to [giftvouchers@coop.co.uk](mailto:giftvouchers@coop.co.uk)

## Need to order more Thank you for Being Co-op resources?

Send an email to [thankyouforbeingcoop@coop.co.uk](mailto:thankyouforbeingcoop@coop.co.uk)

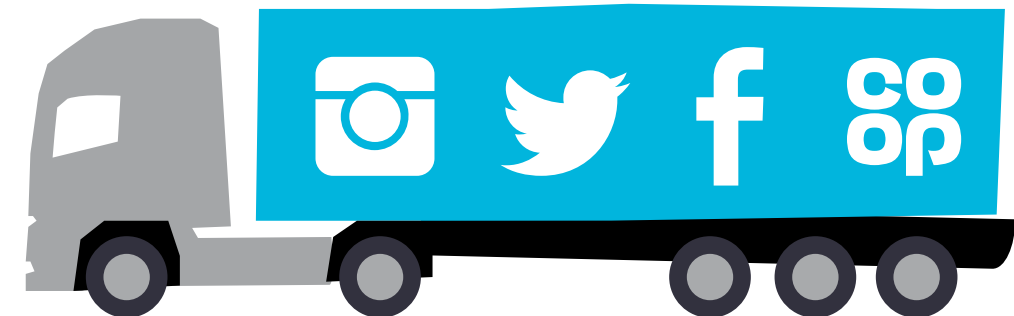


## Want to send a digital thank you card?

Visit [www.coop.co.uk/thankyou](http://www.coop.co.uk/thankyou)

## Share your team's successes and #BeingCoop stories

- Instagram - [@coopuk](https://www.instagram.com/coopuk)
- Twitter - [@coopuk](https://twitter.com/coopuk)
- [www.facebook.com/coopukcolleague](https://www.facebook.com/coopukcolleague)



Or, if you want to share more details with us than 140 characters will allow, use the '[Share a Being Co-op story](#)' form to tell us a story from your team, which might make it onto our Wall of Fame.