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Personalization Checklist for Managers

> **Recognize your team in ways that actually resonate.**
> Use this checklist to tailor how, when, and what you recognize for each team member.

Understand Their Preferences

- Do they prefer public or private recognition?
- Do they appreciate verbal praise, written notes, or tangible rewards?
- Are they comfortable being recognized in front of peers or leadership?
- Do they value team-based recognition or one-on-one acknowledgments more?

Align Recognition With Their Motivators

- What drives them—impact, learning, visibility, creativity, financial rewards, autonomy?
- Are you recognizing behavior that supports their personal or career goals?
- Can you tie recognition to their values (e.g., teamwork, innovation, wellness)?

Match Rewards to Interests

- Have they shared any favorite brands, hobbies, or interests?
- Would they prefer a digital or physical reward?
- Would they appreciate flexible choices, like a gift card bundle or filtered options (e.g., wellness, local businesses, cause-based spending)?
- Can the reward be tied to a personal passion—like travel, family, fitness, or food?

Consider Timing and Context

- Is this recognition timely—close to the moment the action occurred?
- Are you recognizing progress, not just final results?
- Can you surprise and delight during a challenging time to boost morale?

Reinforce the Impact

- Are you highlighting the impact of their work on the team or organization?
- Does your message include specifics, not just generic praise?
- Is the recognition aligned with your team's or company's values?

Keep It Continuous

- Are you checking in regularly to update preferences and motivators?
- Are you varying the type of recognition to keep it fresh?
- Do you have a cadence (weekly, monthly) for recognizing small wins and major milestones?