What's Wrong Treating Everyone the Same?

For starters, equal rewards and recognition actually reduce motivation on the part of both high and low performing employees. The high performing employees aren't motivated to continue to achieve at even higher levels because they know that those who don't work as hard get the same rewards and recognition as they do. Those who are low performers aren't motivated to work harder because they know they won't receive anything different from what they currently receive.

Whenever you give employees the same incentive--the same salary increase, equal recognition, or even equal amounts of your time, employee motivation is diminished. Regardless of effort or result, everyone gets the same. Although this kind of system might initially sound fair, it isn't effective. So, what is the answer? Reward the achievers! Try some of the following ideas as a way to enhance motivation and increase productivity.

**Meritorious Salary Increases**
Extraordinary workers deserve extraordinary monetary recognition. It’s as simple as that if the goal of the organization is to promote excellence and outstanding achievement among workers.

**Increased Autonomy & Responsibility**
When employees do well, the administration also does well by granting effective employees increased levels of authority and the opportunity to demonstrate their leadership abilities in the workplace.

**Choices**
Achieving employees can be given a variety of recognition options such as tickets to sporting events or gift certificates. Some options can even be a benefit to the organization. By allowing employees to pick the kind of recognition they receive, they'll value it more than if they didn't have the choice. As a result, they will engage in more productive endeavors while at work.

**Privileges**
Giving top achievers extra privileges such as flextime, a special parking location or other privileges is a great way to motivate them to continue to work toward outstanding achievement.

**Recognition & Praise**
Praising achievers really goes further than most people think. Something as simple as a "thank you" can lift an employee's spirits and result in greater productivity. Public praise for top achievers is one of the most cost effective motivators you have at your disposal.