



# RECOGNIZING AND APPRECIATING EMPLOYEES

HEWLETT-PACKARD (TECHNOLOGY)

# INCREASING EMPLOYEE COMMITMENT THROUGH RECOGNITION PROGRAMS

## Hewlett-Packard (HP) at a glance:

- World's leading PC manufacturer.

- Founded in 1939 in a Palo Alto garage with \$538 in startup money, HP is often referred to as the earliest ancestors of a Silicon Valley startup.

- Major product lines include personal computing devices, enterprise and industry standard servers, related storage devices, networking products, software and a diverse range of printers and other imaging products.

## About the Customer

Since 1939, Hewlett-Packard (HP) has been a leader in technology, inspiring innovators and entrepreneurs around the globe. HP provides hardware, software and services to consumers, Small- and Medium-sized Businesses (SMBs) and large enterprises, including customers in the government, health and education sectors.

As of January 2014, **Hewlett-Packard's market capitalization stood at slightly over \$55 billion.**

Founded in 1939 in a Palo Alto garage with \$538 in startup money, HP is often referred to as the earliest ancestors of a Silicon Valley startup. It is acknowledged to be one of the most successful startup companies of all time by market capital, revenue, growth, and cultural impact.

## The Customer's Need

HP believed that “**recognizing and appreciating**” employees should underline that appreciating efforts and recognition programs can be strategically aligned with organizational goals, such as improved productivity and better employee retention through increased job satisfaction.

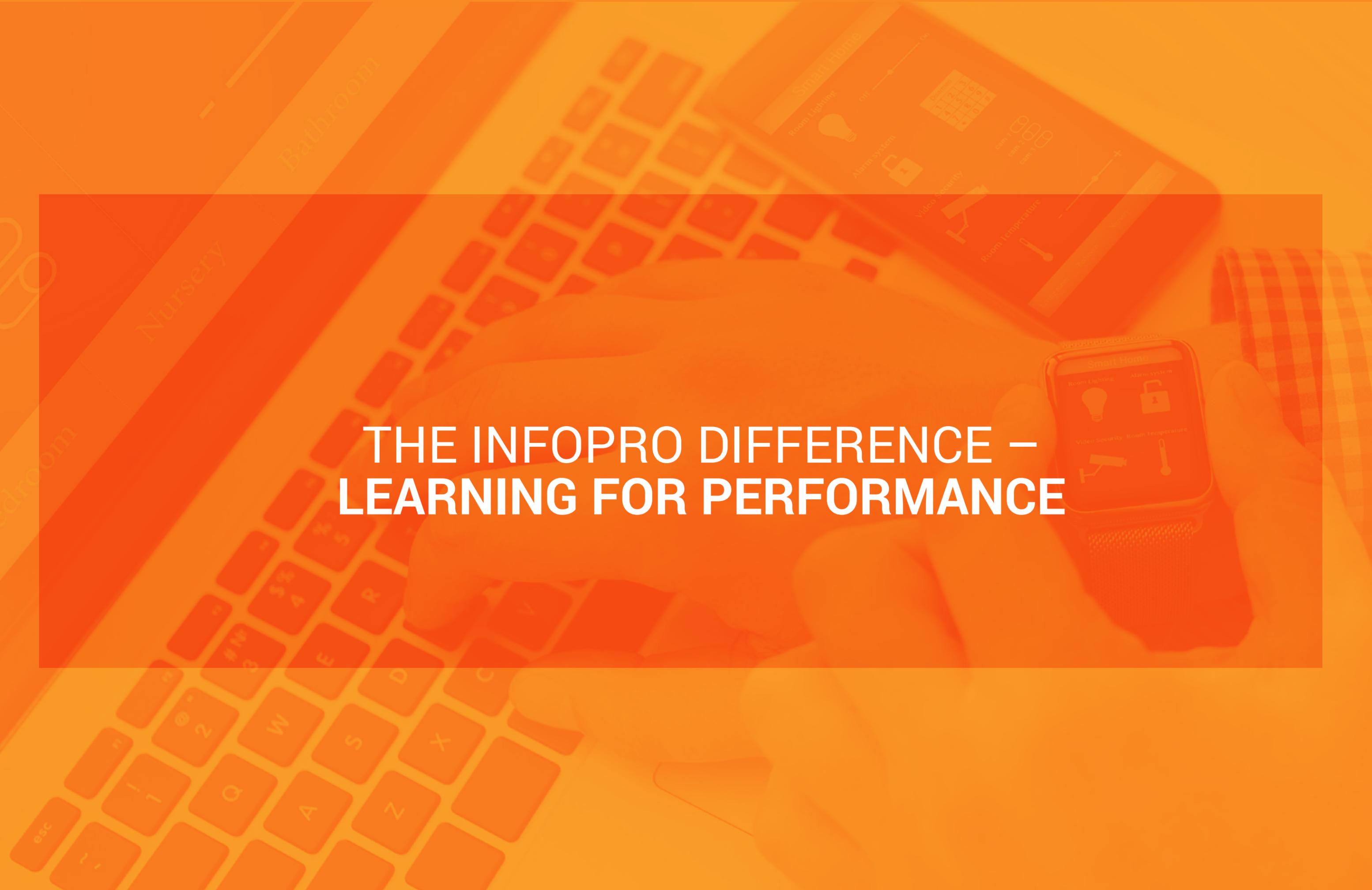
To achieve this, the customer wanted to roll out a training program to be deployed or accessed by people at various HP business locations across the globe. The learner may belong to the age group of 25 – 40 years.

### The learners for the employee recognition and appreciation program comprised:

- HP Managers (primary audience),
- Those in a position that were required to lead teams (such as Program Managers),
- Employees transitioning to the managerial role, and
- Employees aspiring for managerial positions.

With the employee strength in excess of 142,000, spread over 67 countries, it was critically important for HP Managers and Team Leads to steer people to improve performance. InfoPro suggested, the way to achieve a marked improvement in performance was by acknowledging the value of employees and the value they bring to the organization.





**THE INFOPRO DIFFERENCE –  
LEARNING FOR PERFORMANCE**

# THE INFOPRO SOLUTION

**For a better understanding and enhanced engagement, InfoPro developed the training course with a focus on three things:**

- The business reasons for recognizing and appreciating employees
- Types of recognition and their effect on employee behavior
- Guidelines for practicing recognition

## Instructional Strategy

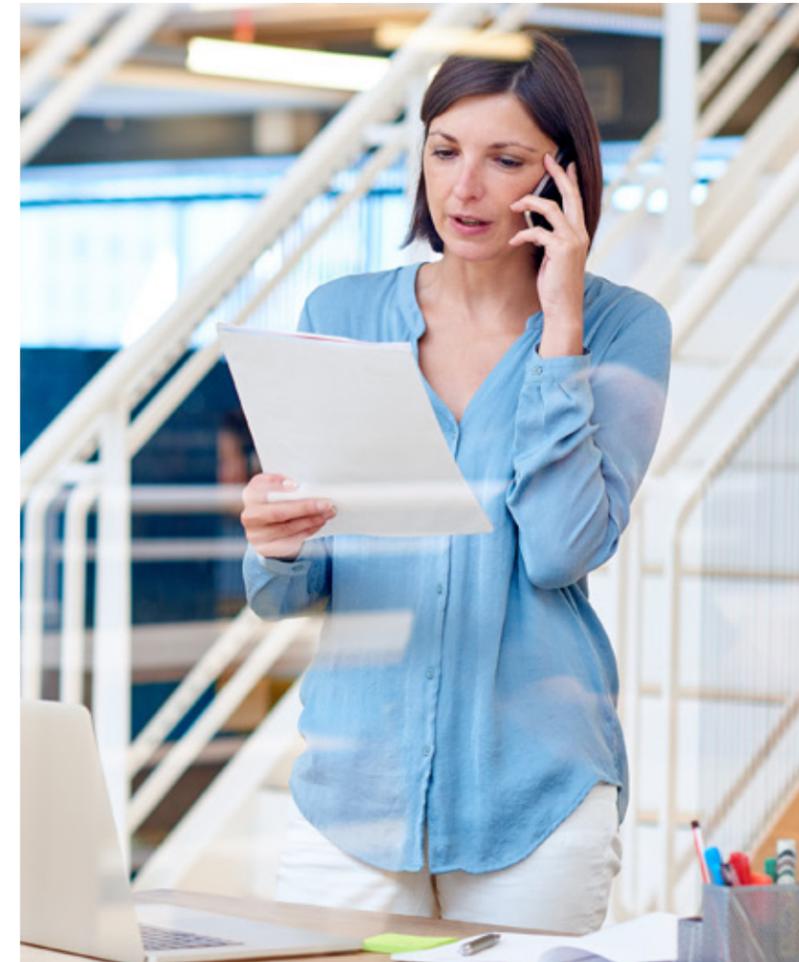
To address the learning needs of the Managers, our instructional approach focuses on providing the context, knowledge and skills.

Consequently, various strategies such as role-play and anchored sections are devoted to build the business case for recognition and appreciation at work.

### Various strategies included:

- **Role-play Highlights:** The role-play scenario underlines the critical role of recognition and appreciation in fostering a work environment that promotes job satisfaction among employees, thereby benefiting the organization from retention of experienced resources and low employee turnover.

- **Knowledge-related Concepts:** It addresses the “know-why” learning needs of the learner. The concept section covers the role of money and appreciation in employee motivation and investigates why modern-day employees need more recognition and why there isn’t enough recognition from managers.
- **Anchored, Scenario-based Instructions:** With the intent to make the knowledge gained from the instructions dynamic, the training develops skills to use the knowledge in different situations, or to tackle different problems. We achieved this by simulating workplace scenarios and building instructions around the scenarios. In addition, we also investigated the possibility of using scenarios to empower the learner with problem-solving techniques, such as cause-effect analysis, and decision-making methods, such as PCI (Pros, Cons, and Implications).
- **Mistake Analysis:** This involved investigating the reasons for inadequate recognition and appreciation, attempt a root-cause analysis and then apply the 80/20 rule to identify the maximum key factors that contribute to the inadequate recognition and appreciation from managers.



### Technologies & Tools used:

- Flash
- XML

- Instructional Approach:
  - Role-play Highlights
  - Knowledge-related

### Concepts

- Anchored, Scenario-based Instructions
- Mistake Analysis

## Design Strategy

Considering that the solution should first build awareness, InfoPro employed interactivity, graphics, and text to focus on the factors that typically restrain Managers from practicing recognition and appreciation. In keeping with the principle that the information that is delivered through some overt actions on the part of the learner is likely to be internalized better, we used a slideshow to demonstrate the reasons why Managers invariably attach low priority to recognition and appreciation practices. Information is delivered when the learner clicks the next button in the slideshow window and this information is reiterated through the use of appropriate graphics.

Taking into consideration that the design should feature the possibility of localizing the training course and HP's employee strength exceeding 142,000, spread over 67 countries, the textual content of the prototype is XML-based. The intent behind an XML-based solution design is to address the learning needs of the employees at the various business locations by efficiently globalizing the training.



A group of business professionals in a meeting, overlaid with a blue semi-transparent rectangle containing text.

**THE INFOPRO DIFFERENCE –  
LEARNING FOR PERFORMANCE**

# TRAINING OUTCOMES

- While InfoPro delivers significant value through its innovative use of technologies, our process excellence doubles the value delivered to our customers

With over two decades of influential experience in developing training solutions, InfoPro worked with HP as a team to understand the vision HP shares and giving its best in the form of engaging training.

## Major training benefits delivered to HP included:

- **Gained Learner Attention:** Training helped in gaining the learner's attention through the use of thought-provoking questions and examples that facilitate critical thinking and framing of task-oriented learning objectives
- **Establish Relevance:** Training engaged the learner by providing contextually-relevant instructions through the use of real life scenarios.
- **Instill Confidence:** Training instilled confidence in the Managers and other learners by providing opportunities to practice the new skills
- **Provide Satisfaction:** Training provided the trainees with opportunities to apply freshly acquired skills (hands-on practice) through interactive and self-running simulations
- **Reduce Attrition:** As employees acknowledged the fact that their effort is appreciated by their Managers, employees made long term commitments thereby reducing attrition

The screenshot shows a training interface with the HP logo and 'invent' tagline in the top left. The main content area is titled 'Business case for employee recognition' and contains a paragraph: 'The role of appreciation and recognition in fostering a productive work environment is well accepted. This topic focuses on the benefits of recognizing and appreciating employees. The topic includes a role-play, the business case for employee recognition and appreciation, and the steps that you can follow to become a recognition-sensitive manager.' Below the text is a legend with four orange squares corresponding to 'Role-Play', 'Concept', 'Approach', and 'Assessment'. A blue square indicates 'Select a sub-topic to begin.' The interface also features a navigation bar at the bottom with icons for home, back, forward, search, and other functions, along with 'Help' and 'Exit' buttons.

hp invent

Role-Play

Concept

Approach

Assessment

Business case for employee recognition

The role of appreciation and recognition in fostering a productive work environment is well accepted. This topic focuses on the benefits of recognizing and appreciating employees. The topic includes a role-play, the business case for employee recognition and appreciation, and the steps that you can follow to become a recognition-sensitive manager.

■ Role-Play  
■ Concept  
■ Approach  
■ Assessment

■ Select a sub-topic to begin.

Help Exit

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A group of business professionals in a meeting, overlaid with a green gradient. The image shows several people in business attire, some looking at a screen or document. The overall tone is professional and collaborative.

# **THE INFOPRO DIFFERENCE – LEARNING FOR PERFORMANCE**

# AWARDS & RECOGNITIONS

- 2014 & 2013

*TrainingIndustry.com*

*“Top 20 Content Development Companies” List*

- 2014 & 2013

*TrainingIndustry.com*

*“Top 20 Training Outsourcing Companies” List*

- 2013

*“CLO Learning In Practice” Silver Award*

- 2012

*Brandon Hall Gold “Excellence Award for Content Development”*

-2012

*Brandon Hall Gold Excellence Award for “Best Advance in Social Learning Technology”*

## INFOPRO LEARNING – THE RIGHT CHOICE

InfoPro Learning helps organizations rapidly transform talent by focusing on Learning for Performance.

A global, award-winning learning and training solutions company for almost 20 years, InfoPro provides performance improvement strategies, blended learning solutions and managed training programs. At InfoPro, performance innovation, cutting-edge technology and a talented team are combined to deliver successful workforce solutions and business outcomes. InfoPro Learning is obsessed with helping customers build training capacity, advance their practices and respond effectively to changing learner needs.

For more information about InfoPro Learning, Inc., visit: [www.infoprolearning.com](http://www.infoprolearning.com), call (609) 606-9984 or email us at [info@infoprolearning.com](mailto:info@infoprolearning.com)



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