

The 21-Day Frontline Recognition Checklist

Set it up, build the habit, prove it's working. One small action per shift.



Built with Kendall Carroll
Director of Product Management, UKG



45%

less likely to have left after two years when employees are well recognized

GALLUP, 2024

47%

of frontline workers say their company has two cultures: theirs and everyone else's

UKG, 2025

26%

of frontline workers name a lack of recognition as a reason they'd quit

UKG, 2025

PART 1 • FOR HR AND PEOPLE LEADERS

Set it up before day one

Make recognition easy to send and impossible to miss.

STEP 1

Reach

- ☐ Put recognition where employees already clock in and check schedules.
- ☐ Remove any step that needs a work email or desktop.

STEP 2

Goals

- ☐ Pick one number to move, like 90-day turnover, and record the baseline.
- ☐ Agree on 3 to 5 behaviors worth recognizing every time.

STEP 3

Timing

- ☐ Automate anniversaries, birthdays and first 90 days.
- ☐ Set a same-shift rule: if it happened this shift, say it this shift.

STEP 4

Comms and rewards

- ☐ Schedule two weeks of feed posts and brief your site leads.
- ☐ Give each manager a small monthly reward budget.

21 days, one small action per shift

Most take under five minutes. Fill in a dot each day you do it, and tick off each action as you go.

YOUR STREAK

1

2

3

4

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21

WEEK 1

Notice

- 1 List your team. Star anyone not thanked lately.
- 2 Thank one starred person for something specific.
- 3 Ask someone what's hardest about their shift.
- 4 Recognize work nobody else saw.
- 5 Make sure next month's milestones are automated.
- 6 Thank someone on nights or weekends.
- 7 **Count it: did you reach five people?**

WEEK 2

Go public

- 8 Post a recognition to your team feed.
- 9 Call out a coworker who covered for someone.
- 10 Invite peers to recognize each other.
- 11 Attach a reward to one recognition.
- 12 Thank someone for a shift swap or call-out.
- 13 Ask a quieter teammate how they like to be thanked.
- 14 **Check it: did everyone see a recognition?**

WEEK 3

Make it a habit

- 15 Block five minutes each shift for recognition.
- 16 Tie one thank-you to a result, like sales or safety.
- 17 Recognize a new hire before day 30.
- 18 Read one aloud at your pre-shift huddle.
- 19 Ask which recognition meant the most.
- 20 Thank someone again, for something new.
- 21 **Who's still missing? Start there tomorrow.**



What gets recognized gets repeated, and gets emulated by others.



Kendall Carroll, Director of Product Management, UKG

Your 30 / 60 / 90-day scorecard

Record a baseline before day one, then check back at 30, 60 and 90 days to show leadership whether recognition is reaching the frontline.

Recognition reach

% of team recognized monthly

How: Recognized this month ÷ frontline headcount

BASE

30 D

60 D

90 D

BASE	30 D	60 D	90 D
%	%	%	%

NOTES

Active managers

% sending recognition weekly

How: Managers recognizing weekly ÷ all managers

BASE

30 D

60 D

90 D

BASE	30 D	60 D	90 D
%	%	%	%

NOTES

On-time milestones

% recognized on the day

How: On-the-day milestones ÷ all milestones due

BASE

30 D

60 D

90 D

BASE	30 D	60 D	90 D
%	%	%	%

NOTES

90-day turnover

% of new hires who left, by site

How: Left within 90 days ÷ all new hires

BASE

30 D

60 D

90 D

BASE	30 D	60 D	90 D
%	%	%	%

NOTES

THIS WEEK

HR sets up Part 1



NEXT 21 DAYS

**Managers run Part 2,
one action a shift**



DAY 30, 60, 90

**Review this scorecard
together**

Sources: Gallup, "Employee Retention Depends on Getting Recognition Right," 2024. UKG global study of 8,200 frontline workers in 10 countries, 2025. UKG, "More Perspectives from the Frontline Workforce," 2025. Quotes lightly edited for clarity.

RUNNING UKG TALK?

See what recognition in UKG Talk looks like for your team

A short call with a recognition specialist to map how Guusto fits into your UKG rollout.

Talk to a specialist