

Leading Employee Engagement Company Announces New Webinar: *‘Does Employee Recognition Still Matter’?*

NEW YORK (October 12, 2011) – [Madison Performance Group](#), today announced a new webinar designed to help HR leaders strengthen their business case for employee recognition programs in a challenging economy. Madison Performance Group is the global leader in providing workforce recognition and sales incentive marketing solutions for Fortune 1000 corporations.

Led by, Mike Ryan, Senior Vice President of Madison Performance Group, this webinar will provide today’s HR leaders with new insights that will help them reengage their employees in the “new normal”. Ryan will also share Madison’s top five recognition best practices to help progressive companies retain their top performers and optimize outcomes.

“With unemployment stubbornly stuck at high levels, some business leaders are asking if employee recognition still matters,” says Ryan. “Consequently, many of today’s employees are motivated to *keep* their jobs—not excel in them—and they are looking to leave once the opportunity presents itself. Businesses need to get back to creating and nurturing the type of employee relationships that drive long term growth and employee commitment,” he concludes.

Attendees will learn why...

1. Corporate cultures have become more competitive (vs. cooperative) and how a recalibrated recognition strategy can effectively meld the two cultures together.
2. Individual innovation is an untapped asset in a talent-driven economy and how recognition can help you commercialize those “personal patents” that could otherwise go unnoticed.
3. Why a local manager’s role is so critical and what’s holding him/her back from getting involved.
4. Why you can’t afford to ignore the unique motivational needs of virtual workers.
5. Why the HR suite needs to start thinking more like their marketing colleagues if it wants to truly optimize the impact of recognition.

[Register today!](#) The webinar will take place next Thursday, October 20, 2011 at 2:00 p.m. (ET)

About Madison Performance Group:

Over the course of nearly four decades, Madison Performance Group has become respected for its ability to create hundreds of uniquely tailored programs, allowing corporations to optimize workforce engagement and maximize company success.

Madison Performance Group has headquarters in Manhattan and offices in China, Brazil, Sweden, Mexico and India, and includes such leading brands and global organizations as CA, Citigroup, Kawasaki and Siemens on its client roster.

To learn more about Madison, please visit [Madison Performance Group](#).

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About Madison Performance Group:

Over the course of nearly four decades, Madison Performance Group has become respected for its ability to create hundreds of uniquely tailored programs, allowing corporations to optimize workforce engagement and maximize company success. Priding itself on its innovative ideas and strategic incentive marketing solutions, Madison Performance Group helps build a corporation's competitive advantage in today's rapidly evolving, global marketplace.

Madison Performance Group has grown to become a worldwide resource for companies interested in enhancing the effectiveness of their current workforces. The company has headquarters in Manhattan and offices in China, Brazil, Sweden and Mexico.

Historically, Madison Performance Group has represented blue-chip clients in a range of industries—from automotive and biotechnology to financial and telecommunications—to motivate and engage their employees and create unparalleled sales incentive programs. Madison Performance Group is proud to include such leading brands and global organizations as CA, Citigroup, Kawasaki and Siemens on its client roster.