



Sunny *Stars*

GOOD PRACTICE RECOGNITION GUIDE

SUNTORY

TIPS FOR WRITING GOOD RECOGNITION MESSAGE

What you write in 'DESCRIPTION OF ACHIEVEMENT' in the SunnyStars platform will appear on the e-certificate and social wall. This document provides some tips and guidance on writing a good recognition statement.

Good recognition notes should be:

Timely	So be sure to send your recognition right after the accomplishment or contribution. It will make your employee feel good in that moment and for days and weeks to come
Specific	Avoid the pre- made sentences or copy – pasting from other recognition messages. Call out the recipient's unique talents, skills, insights, and contribution. Connect their accomplishment to our Suntory Leadership Spirit (SLS) and Suntory Values, and be specific in how they made a difference. Let them know exactly what it was that you saw worthy of recognition
Genuine	Appreciation should match the effort. If a simple “thanks for finishing that project on such a short deadline” is appropriate, then that’s all you need to say. If your gratitude is deeper and more personal, express it. Combining details of what the employee did and what impact their work had on your team or customers communicates that you noticed them.

TIPS FOR WRITING GOOD RECOGNITION MESSAGE

What not to say:

Ideally, do not include these phrases in your recognition note:

Dear Employee	You should state the employee' name in your message. Make sure you personalise the note as much as possible for maximum impact
Thanks for all you do	Be specific about what you are recognising the person for.
From all of us at ...	The note should come from you personally.
A belated thank you	Ideally, recognition should be timely. If that isn't possible, be specific about when the behaviour occurred.
Great job	Nothing wrong if this is included in a broader message but make sure you detail what the employee did specifically and why it matters

Some examples that may be helpful!



COMMITMENT TO GROWTH

Dear Wee Leong,

Amazing work on this quarter's marketing campaign. The Management team could not have been more impressed when we presented the details and advertising examples to them. Our CEO Dave commented on how beautiful the imagery was and how relevant the copy was to our clients. I wish you could have seen the smiles around the room as we shared each piece.

All of your hard work and extra time spent on this campaign will result in happier clients and increased revenue for our company. We really appreciate your creativity, thoroughness, and taking a risk. Bravo!

Dear James

I really appreciate your "Commitment to Growth" There are a lot of new processes, materials and products in the last 3 months ago in our warehouse. You demonstrated your willingness to take these challenges. You not only applied your experience but also adapted yourself to learn new things. Finally, you can re- design the new warehouse flow for effective warehouse space management and can train DHL staff to implement successfully.

Thank you for your efforts!



Some examples that may be helpful!



BETTER TOGETHER

Dear Francois,

I love your idea for remote workers that you brought up in our team meeting yesterday. It has been a hard year trying to keep our remote employees engaged and connected in the same way as our front-line workers, and it's been difficult to find a good solution. Thank you for speaking up yesterday, but also for working tirelessly this past year with the other teams to ensure our remote workers are not forgotten in company decisions, events, and changes.

You are a great collaborator and that's why so many people enjoy working with you. Thank you for helping us break silos and bridge teams. Our company is better because of you.

Dear Tien,

Your "Better Together" created the financial performance growth for Indochina business! The uncontrollable situation in ABC areas made the fluctuate demand forecast. I really appreciate with your contribution to follow up the situation and adjust the production plant to support unplanned orders every week. As a result, we can achieve all export order 100% and all shipments were on time.

Thank you for your hard work. It doesn't go unnoticed!



Some examples that may be helpful!



GEMBA FOCUSED

Dear Anh,

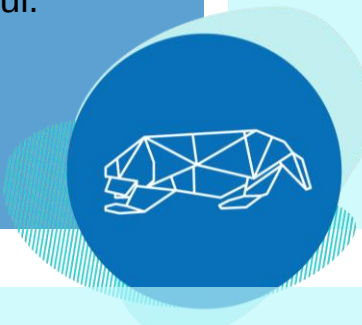
Thank you for the great customer service you provided XYZ company yesterday. The client was so pleased they personally left me a voicemail and mentioned how you saved their program from falling apart. No one else on the team knew how to fix their complicated issues, but you stepped in with grace and patience and walked them through the steps. If it wasn't for you, they would have been frustrated and we could have potentially lost some of their business.

You truly saved the day. Team members like you help us be successful. You help our clients be successful. You make all the difference.

Dear Mario,

I'm writing this message to thank you for your "Gemba Focused" mindset and behaviours for spending time to understand market movement & consumer behaviours even during the period of lack of people resource in team. From Gemba, you kept improving market execution to capture business opportunities!

Big thanks!



Some examples that may be helpful!



FUTURE ORIENTED/ YATTE MINAHARE

Dear Jessie,

I wanted to commend you on a great quarter of fantastic innovation. In just 3 months you managed to improve our IT processes, but also prototype a new user interface for our customers. Incredible! I admire your creativity and innovation, but also your fearlessness in taking risks. Your positive attitude about making changes and adjustments without giving up is inspiring.

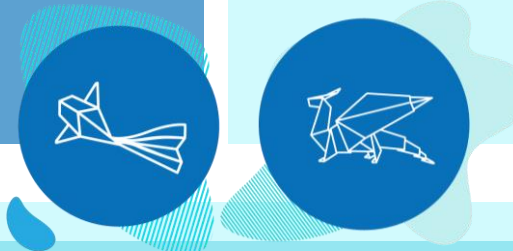
Thank you for your great work!

Dear Bella,

Your "Yatte Minahare" mindset and behaviours have made a big difference for our organization. The project- Automated Process can transform manual work process to 100% automated system successfully!

Big thanks for your utmost effort to work cross functionally with many teams to design the system concept. During the system and user interface creation by consultant, you kept monitoring, organizing and instructing. Eventually the system was successfully launched according to the timeline.

Keep shining on!



Some examples that may be helpful!



LIVING OUR VALUES

Dear Siriporn,

You embody our company value of "Better Together". Thank you for always thinking of others and making sure all employees had the opportunity to participate in our new product launch. Previously, only employees in a specific region were allowed to be part of this special event, but you fought for all employees around the world to have the chance to see and hear from our leaders and celebrate our accomplishment.

Thanks to you, we now have a way for every employee in our company to be part of this momentous occasion. Thank you for reminding us that every employee matters and is an important part of our company.

Our Purpose	
To inspire the brilliance of life, by creating rich experiences for people, in harmony with nature.	
Our Values	
Growing for Good "Yatte Minahare" Giving Back to Society	
Our Behaviors	
Suntory Leadership <i>Spirit</i>	Yatte Minahare Gemba Focused Better Together Commitment to Growth Future Orientated
Our EVP	
UNLEASH YOUR <i>Spirit</i>	We are Suntory. Make the Change You Want to See. Crafting our Future Together.

Sunny  *Stars*

thank you!