# Celebrating, recognizing, rewarding great performance of virtual teams
*Excerpted from our new guide, "101 Essential Tips for Leading High-Performance Virtual Teams"*

1. **Acknowledge both team and individual accomplishments**. People who feel their good work goes unnoticed by others will especially appreciate being recognized for it in a public situation, such as a team call or email. Make sure to recognize achievements by everyone, at least from time to time.

2. **Celebrate the small wins.** Remember to highlight the good things that happen in small ways on a daily basis. In addition to recognizing achievements and milestones, team leaders might also acknowledge instances of cross-pollination, collaboration or creative use of resources.

3. **When setting formal team goals, make sure that the team has many opportunities to celebrate milestones** and that goals have the appropriate amount of reach. Plan virtual team celebrations by sending gift certificates for coffee, pizza or dinner.  Or have a real-time meeting where everyone is enjoying a special treat at the same time. Videoconferencing can help create the sense of "togetherness" more than phone alone.

4. **Show appreciation for contributions,** achievements and sacrifices by making 1:1 contact with each team member. Drop by if you can, pick up the phone to say thanks, or send a special email or IM.

5. **Send real stuff.** What get lost in a virtual world are tangible symbols that make people feel valued and part of a larger team. Try sending a handwritten thank-you note, a small gift card, a relevant book, or perhaps a basket of food. The team member will feel special and appreciated, and may even share with family members who have helped support his/her work in some way.

6. **Honor the contributions of team members at every opportunity.** Use multiple channels such as phone, email, and web postings to spotlight great ideas or to celebrate the completion of especially important milestones. Make sure that members' managers are kept in the loop.

7. **Acknowledge suggestions that lead to positive change.** Thank people for ideas even if they cannot be implemented, and be sure people understand why some ideas are adopted and others are not.