



# Everyone appreciates a little recognition.

Employee recognition has never been more important. A new study in late 2020 reported that less than a quarter of employees felt supported during the pandemic outbreak and nearly half surveyed didn't feel recognized for their work. The report also noted that 35% of employees are looking for more appreciation. However, on a positive note, 47% of employees who HAD received peer-to-peer recognition in the previous week felt very engaged.<sup>1</sup>

*So what can you do to appreciate your employees so that everyone can keep up the good work?*

## Fun Fact

The U.S. has the highest percent of engaged workers at:



As reported in QualtricsXM 2020 *Global Employee Experience Trends Report*, one of the top drivers of employee engagement is recognition for good work.<sup>2</sup> Integrating a recognition program into your own employee experience can be easy if you follow some simple considerations.

## Remember!

Employee Appreciation Day is a great time to jump start your recognition strategy.



**Friday**  
**March 5**  
**2021**

### 1 Recognition isn't just a series of touchpoints, but rather a strategic approach.

Giving recognition creates emotions which shape attitudes about organizations, managers, or coworkers. In turn, these attitudes drive behaviors which will ultimately shape your culture and drive results. In order to be effective, recognition needs to involve more than just a series of touchpoints; it needs to be strategic.

Many organizations find their recognition programs are disconnected from one another. A strategic approach to recognition aligns and integrates your efforts to create a consistent program across your entire system.

Gallup reports "globally, one in four employees strongly agree that they have received recognition or praise for doing good work in the last week."<sup>3</sup> The important phrase here is "in the last week." Employee engagement requires consistent, frequent action from managers and leaders.

## 2 Don't blur the line between recognition and benefits.

Ask anyone about how his/her company recognizes teammates and there's bound to be a gray area around what people see as recognition versus benefits. Many companies think they're recognizing employees by doing things like giving them extra time off or gifts of food. However, any company with a strong EX (employee experience) knows that for programs to work effectively, there needs to be "recognition" behind it. According to Deloitte, "productivity, engagement, and performance levels in companies with recognition programs trump companies without recognition programs by 14%." And, according to Deloitte's Talent 2020 Survey, recognition is among the top three most effective non-financial methods of retention.<sup>3</sup>

## 3 Make your program continuously visible to your employees.

Google's recognition program *gThanks* is really interesting as is The Motley Fool's program, and for both, visibility is a key factor for success.

*gThanks* was developed as a formalized digital program where Googlers can easily tag someone and recognize them in a feed using "kudos." For them, it works because of the public nature whereby both the giver and receiver are celebrated through online visibility. But Google learned that sometimes, not everyone is online all the time. They later developed the "wall of happy" where teammates' kudos are posted on a wall. As Adam Kearney on medium.com stated "simple, public recognition is one of the most effective and most underutilized management tools."

The Motley Fool, another tech company, literally took the concept of "all day, every day" to the next level when they developed Employee Appreciation Day, EVERY day. Using a peer-to-peer recognition tool, plus events throughout the year, "Fools" recognize each other 35 times a day.

### What a recognition program can do for your business:

- Create common workplace recognition rituals
- Improve quality and productivity
- Reduce absenteeism
- Improve employees' mental health
- Improve employee retention

A formalized recognition program is central to your employee experience. Gallup has a lot to say about this. "Workplace recognition motivates, provides a sense of accomplishment and makes employees feel valued for their work. Recognition not only boosts individual employee engagement, but it also has been found to increase productivity and loyalty to the company, leading to higher retention."<sup>4</sup>

Your teammates need recognition and appreciation for exemplary work and your company will reap the benefits for recognizing this.

<sup>1</sup> <https://www.inc.com/marcel-schwantes/new-survey-what-leaders-must-do-to-adapt-succeed-in-2021.html>

<sup>2</sup> [https://www.qualtrics.com/research-center/employee-experience-trends/?utm\\_ip+resource-card](https://www.qualtrics.com/research-center/employee-experience-trends/?utm_ip+resource-card)

<sup>3</sup> <https://www2.deloitte.com/ie/en/pages/deloitte-private/articles/recognition-programmes.html>

<sup>4</sup> <https://www.gallup.com/workplace/229424/employee-engagement.aspx>