A photograph of three people celebrating at night. On the left, a man with a beard is smiling. In the center, a woman with long dark hair is laughing. On the right, a woman with blonde hair is shouting with her mouth wide open, holding a lit sparkler. The background is dark with string lights and a sparkler in the air.

**14 Ways to Celebrate
World Gratitude
Day and Rejuvenate
Employee Engagement**

workhuman*



Recognition is the foundation of a human workplace, and as a Workhuman® customer, you know the exponential power it has to rejuvenate, inspire, and elevate. Your employees need exactly that kind of lift now.

Workers in every industry and at every level have seen their regular schedules and workflows upended, only to step up in vastly different ways than ever before. Has your company done enough to express its thanks? Are there specific steps you can take to revitalize employee appreciation and strengthen relationship-building?

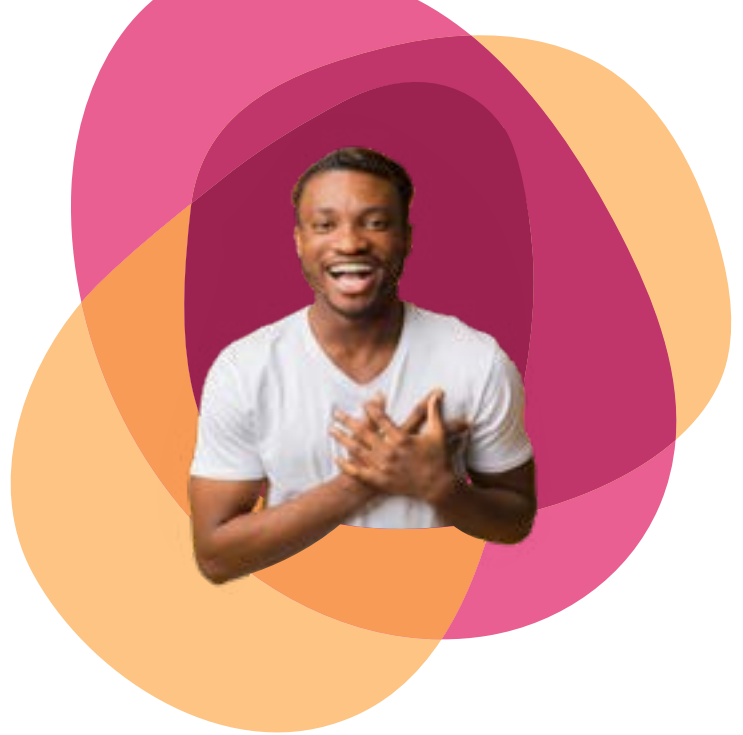


The short answer is “yes”!

This year’s World Gratitude Day, celebrated annually on Sept. 21, represents a unique and invaluable opportunity to demonstrate your appreciation and promote recognition above and beyond what happens at your company every day.

Using World Gratitude Day 2021 as a springboard to boost employee appreciation and recognition can have a far-reaching, positive impact on your organization’s cultural health. After all, as the data proves over and over again, the more gratitude in a company, the better it performs.


Let’s talk about how World Gratitude Day 2021 can help you not only revitalize employee engagement, but also use your recognition program more strategically to improve performance throughout your company.



How to celebrate World Gratitude Day 2021 at your company

Even saying a simple “thank you” to a colleague puts you in a different mindset and raises the stakes in that relationship in a positive way. Use World Gratitude Day 2021 to tap into the exponential power of gratitude and recognition so you can impact behavior and satisfaction at the level of the individual, team, and company as a whole.

To help you get started, here are a few selected examples of how you can leverage this worldwide event to jump-start employee appreciation and relationship-building at your workplace.



Celebrating **individuals** on World Gratitude Day

Gratitude rejuvenates your spirit and gives you a renewed resolve to meet the work challenges you face every day. At the individual employee level, you can use World Gratitude Day 2021 to:

Encourage people to recognize a coworker. This could be as simple as a quick note to express appreciation “in celebration of World Gratitude Day.” The key is for the giver to be specific about what the receiver did. Tell a story. Be authentic. Say “thank you.”

Celebrate individual recognition that has happened within the platform. Call out your first, hundredth, or millionth moment, sharing that story and how it has impacted the individual (or team or organization).

Check activity in the “My Team” view. Review who is being recognized and what they are being recognized for. Identify and celebrate these recognition moments in 1:1s with employees and in team meetings.

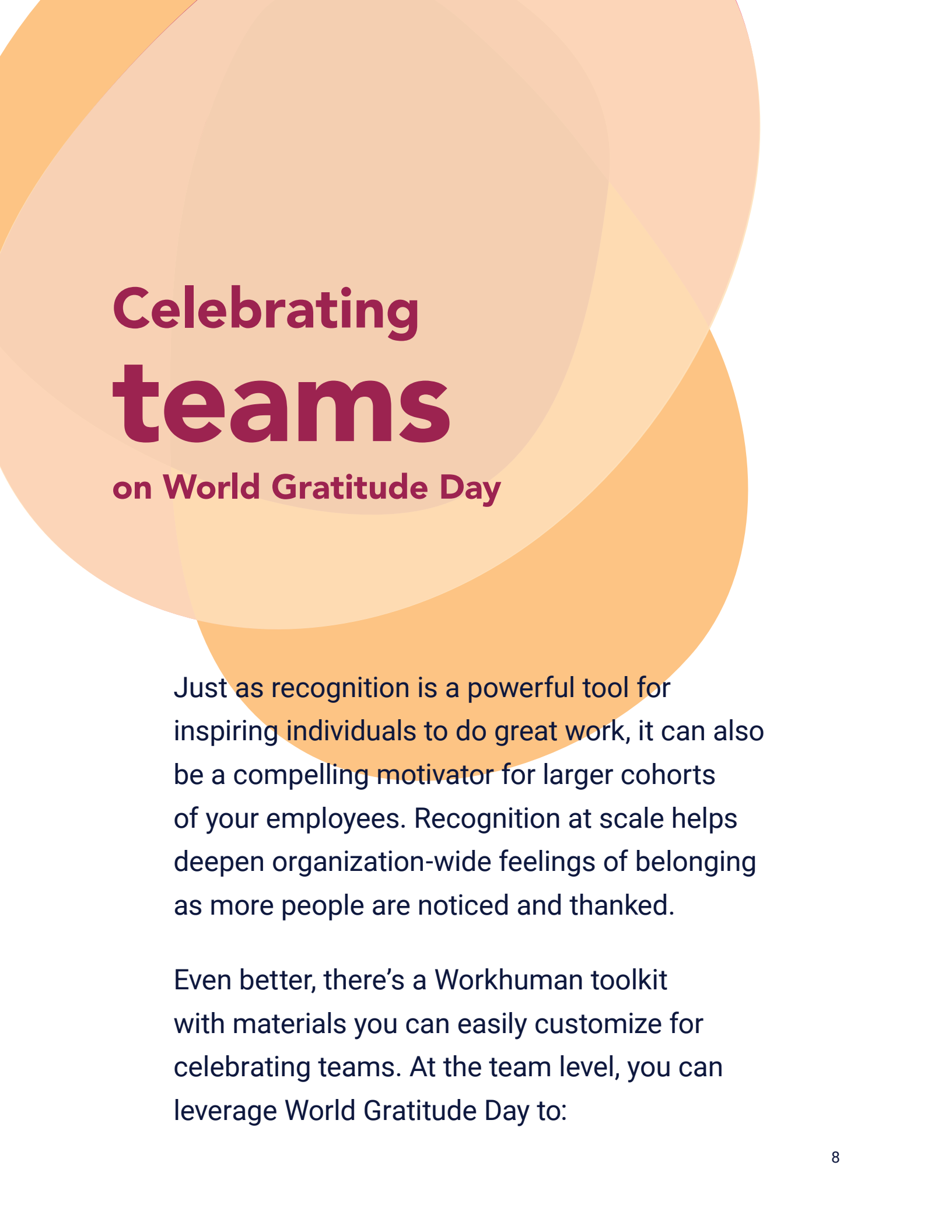
Edgewell Personal Care, makers of consumer products and brands like Schick, Banana Boat, and Wet Ones, uses its peer-to-peer recognition program, InspireJOY, to create a “thank you” culture.



The launch of InspireJOY has confirmed what I’ve known for a long time – that recognition is critically important as a total rewards pillar. If you can’t easily recognize people for their efforts day in and day out, then you’re doing something wrong.

ANTHONY RENELLA,

VP of Total Rewards at Edgewell



Celebrating teams

on World Gratitude Day

Just as recognition is a powerful tool for inspiring individuals to do great work, it can also be a compelling motivator for larger cohorts of your employees. Recognition at scale helps deepen organization-wide feelings of belonging as more people are noticed and thanked.

Even better, there's a Workhuman toolkit with materials you can easily customize for celebrating teams. At the team level, you can leverage World Gratitude Day to:

Encourage managers/leaders to recognize the hard work of their teams and thank employees for strong past or ongoing all-hands efforts. This can have the dual effect of rewarding those who are making an effort and inspiring those who have yet to do so.

Focus on a core value or behavior. Has your recognition program identified an underutilized or underappreciated core value? Consider using World Gratitude Day to kick off a renewed focus on that value with a Team Award to model what it means to you as a leader and how it adds strength to the organization.

Underscore a new company program or effort. Use the positive motivation of World Gratitude Day to launch a new program on its way to success. This will build excitement and goodwill around the project and energize efforts.

According to Workhuman data, Team Awards help employees reengage with their social recognition platform.

150%

increased visits

+70%

boost in nominations



Celebrating the **enterprise** on World Gratitude Day

Because World Gratitude Day is now a dynamic international holiday, it is an invaluable opportunity for a company-wide celebration. At the enterprise level, you can leverage both Team Awards and World Gratitude Day to:

Kick off a company-wide Gratitude Month. Don't feel you have to cram all of your gratitude into one day. Why not extend the celebration over an entire month?

Host an event to show your gratitude to employees. World Gratitude Day is an ideal time to highlight top recognition moments from the last year.

Celebrate company milestones or anniversaries. Did you just celebrate 10 years as a company, or maybe 100? Perhaps you just hired your 10,000th employee? World Gratitude Day is an opportunity to mark these moments company-wide, so everyone can share in the accomplishment.

Underscore health and wellness goals. If you're trying to encourage employees to take time for their health and well-being, you can use World Gratitude Day as a call to action for these goals.

Celebrate external awards and commendations.

Remind your workforces of important awards or commendations and thank them for making these accolades possible.

Ease mergers and acquisitions. Consider using World Gratitude Day to welcome the new cohort on board and quickly integrate them into a culture of appreciation.

Celebrate new factory, facility, or division openings. Adding a new building or capability to your organizational family? Transition or welcome them into the fold on World Gratitude Day.

Promote a special message and/or Team Award from your CEO or an executive leader.

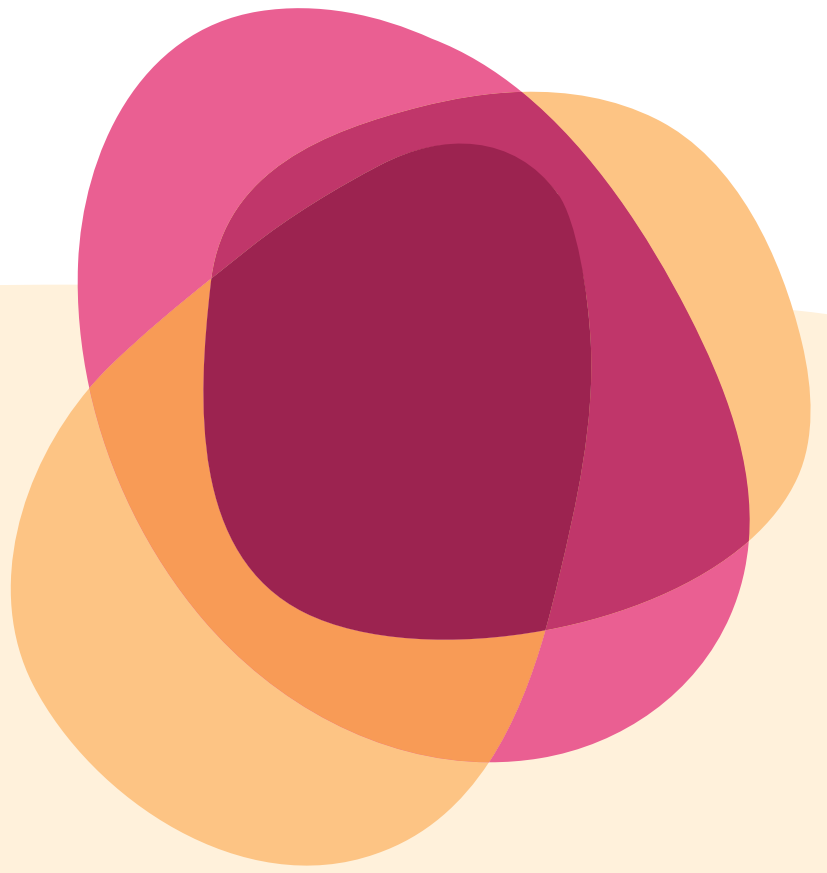
World Gratitude Day 2021 is an opportune time for leadership to reflect on the challenges and triumphs of the past year.



CAA Club Group in Canada uses Team Awards regularly to recognize the entire organization. The team award, called Round of Applause, was sent on Employee Appreciation Day and other special events. This past year, a special Round of Applause was sent from our CEO as a moment of gratitude for everyone's efforts to help CAA's members and the community at large throughout the pandemic.

TONY TSAI

Vice President, Corporate Communications & Services, CAA Club Group



Ready to celebrate World Gratitude Day with your employees? [Download the toolkit to get started.](#)

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