

workhuman*

Employee Recognition in 5 Easy Steps

FINDINGS FROM A GALLUP-WORKHUMAN STUDY





Within the context of work, the pandemic has taught us that radical change for the better is possible – and that it’s up to organizations to embrace and enable change to create competitive advantage in the years to come.

To build the right workforce for the future, business leaders must find ways to bring the human element back to work – essentially, putting the spotlight on the humans *behind the work*. This starts by showing employees that they are valued, that they’re seen and heard for their contributions and achievements, and that they matter.

At Workhuman®, we view employee recognition as the foundation for establishing a culture of connection, creating strong emotional bonds among employees. Transparency, authenticity, and genuine appreciation give everyone permission to bring their whole selves to work, whether that’s in the office, virtually, or a blend of both.

But the question remains: What steps do businesses need to take to infuse recognition into company culture?

Workhuman, in partnership with Gallup, has recently released a comprehensive report outlining the impact of recognition on employee engagement, productivity, and retention.

When recognition hits the mark, employees are:

5x as likely to feel connected to their company culture

4x as likely to be engaged in their work

56% less likely to be looking for job opportunities

44% more likely to be thriving in their lives overall

But there's a business imperative as well: The Gallup data shows that creating a culture of recognition can save a 10,000-employee company up to \$16.1M in turnover costs annually.

Business leaders can unleash the human element at work by taking five easy steps to build a better recognition strategy:

ONE

Make recognition accessible.

The easier it is for managers and employees to give recognition, the more they will do it. Make sure there are easy outlets to give all types of recognition (public and private, formal and informal) and that managers are equipped with the resources they need – both the time and money – to make recognition count.

TWO

Build recognition into company culture.

Take recognition from a practice to a core value by embedding it into company culture. Think of recognition as a ritual – make it a daily habit, but also set aside designated times and events to highlight it and make it special.

THREE

Train managers.

Managers are an important conduit of recognition for employees. Set the expectation of providing recognition regularly, but also teach managers how to do it well. Educate managers about the impact of recognition and options for providing it in the workplace. Equip managers with specific actions to motivate employees and build strong teams through positive feedback.

FOUR

Model the behavior.

Leaders must set the example by providing recognition themselves. Recognize managers – they often receive the least recognition. Send recognition all the way down the chain to front-line employees; leaders' gratitude and acknowledgment can make all the difference in their experience at work. Let employees know what they do is important.

FIVE

Prioritize recognition.

Give the recognition strategy the attention it warrants. Set aside the time, money, and energy to get it right. Audit the organization's current state of recognition. Is it having the impact it should? What could take it further? Make smart investments and set them up for success by thinking through implementation thoughtfully and making recognition part of company culture.

Final thoughts

When it comes to recognition, it's all about establishing the human connection. Employees may not remember what, exactly, the recognition said, but they'll remember how it made them feel.

By following these five easy recognition steps, leaders can build a strong culture of connection that drives employee engagement, productivity, and retention for many years to come.

For more insights on how to get recognition right, [read the full report](#), *Unleashing the Human Element at Work: Transforming Workplaces Through Recognition*.



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