



# The Opportunity Cost of Wellbeing

FINDINGS FROM A GALLUP-WORKHUMAN STUDY





What if we told you there was a simple concept that could boost not only the morale of your workforce, but also their engagement, loyalty, and productivity?

Sound like a silver bullet? Well, the best solutions are often the easiest – but also some of the most underutilized.





# Wellbeing or being well?

Being well is something we all strive for as individuals, but wellbeing affects not only ourselves, but our workplaces, relationships, and communities — a barometer of both fulfillment and resiliency. Wellbeing may still feel like the “soft” side of business, but a recent [study](#) by Gallup and Workhuman®, “Amplifying Wellbeing at Work and Beyond Through the Power of Recognition,” supports how critical a role wellbeing plays in shaping the success of a business.

Employees who feel their best, do their best, which is why great workplaces prioritize employee wellbeing and reap the benefits.

And with the lines between home and office blurred for so many remote and hybrid workers, what happens at the office truly does come home with us, and vice versa.



# Wellbeing at work: What does it look like?

Feeling fulfilled and, yes, happy, is the foundation of wellbeing – both at work and in life. The research supports the very simple fact that “when employees are thriving in their lives – when their wellbeing is strong and only getting stronger – they make their organizations stronger too.”

At work, employees thrive when they have opportunities to learn, grow, and develop their strengths. And companies that value and respect the complexity and challenges of their employees’ lives will create that very environment necessary to harness their full potential.



# Opportunity found or lost?

But prioritizing wellbeing isn't just companies doing right by their employees. Embracing wellbeing as an integral part of company culture, according to Gallup, can lead to stronger, more resilient organizations with **higher productivity, lower absenteeism, and stronger loyalty** among employees.

The opposite is also true. Companies minimize or neglect employee wellbeing at their own peril. The impacts are real and significant in dollars and cents for employers – and in burnout and turnover among employees.

The report cites:  
**companies are losing \$20 million  
for every 10,000 workers**  
due to low wellbeing and its drain on performance.

Still not convinced? The Gallup-Workhuman study goes on to quantify the global cost of turnover and lost productivity: When low wellbeing shows up as employee burnout, it can cost a staggering \$322 billion.

Companies that find strategic and meaningful ways to embrace wellbeing within their company culture can see the ROI across their entire workforce.

A company culture focused on amplifying wellbeing helps to lower burnout and reduce turnover, making the investment well worth it.



# Recognition: The silver bullet

Wellbeing is a great concept, but how do you promote it in tangible ways? The Gallup-Workhuman study points out that recognition is one of the most affordable and effective tools to enhance wellbeing in the workplace. Unfortunately, more than 80% of business leaders say employee recognition is not a major strategic priority for their organization.



## Recognition programs that tick all the right boxes produce impressive outcomes.

**2x**

Employees who receive fulfilling recognition are up to 2x as likely to **evaluate their lives/futures positively.**

**90%**

Employees receiving the right amount of recognition are up to 90% less likely to report being **burned out at work** “always” or “very often.”

**7x**

Employees are up to 7x as likely to strongly agree that they have **meaningful connections at work** when recognition is fulfilling.

**10x**

Recognized employees are as much as 10x as likely to strongly agree that **they belong.**

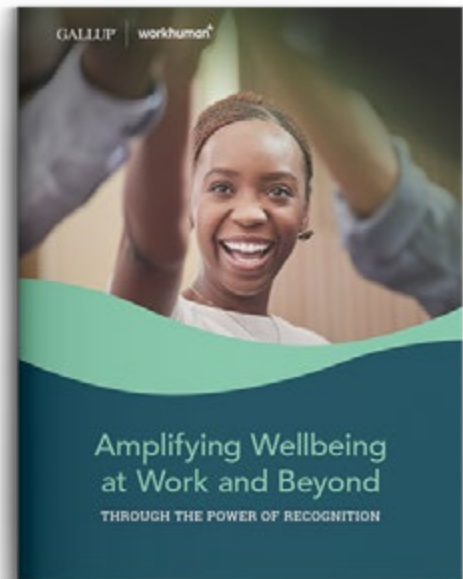


Many leaders and managers are quick to say they recognize their employees already, but are they doing it in an effective way? A strategic recognition program should be embedded in company culture and include these other key pillars: authenticity, personalization, equity, and fulfillment.

The report contends that, with a culture of recognition in place, employees themselves become part of the solution by recognizing coworkers and managers – and that leads to a cascade of real bottom-line benefits.



To dive deeper into Gallup and Workhuman's research and learn practical ways to institute recognition within your company, download the full Workhuman-Gallup [report](#).



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