



Build Cultural Resilience and Connection

HOW SOCIAL RECOGNITION SUPPORTS A HUMAN-CENTERED WORKPLACE

workhuman*

“What we are seeing is a return to being human at work. The laggards in the future will be the companies that ignore the value of an interconnected approach to happiness and success, and the leaders will be the ones that value humans the most.”

SHAWN ACHOR

Happiness researcher and New York Times bestselling author of “Big Potential”

Business leaders recognize that a new work paradigm is emerging. However, most are struggling to determine how best to support their employees in this changing environment. Among the top challenges: maintaining a commitment to a human-centered workplace. Many are wondering how to encourage human connections when employees are working remotely. Others are grappling with ways to keep the workplace human-centered when employees are on-site, burdened with COVID risks and regulations. Blended and flex work schedules make the task even more complex.

SOCIAL RECOGNITION NURTURES THE HUMAN- CENTERED WORKPLACE

One of the best ways to nurture a human-centered workplace is by continuing to build and enhance your culture through employee appreciation and your social recognition program. Research has shown over and over that gratitude and recognition are powerful forces that help people feel connected to their work and motivated by their company’s mission.

As Eric Mosley, co-founder and CEO of Workhuman, explained in a [recent blog post](#), “Recognition is the currency of human connection. When people feel valued, appreciated, recognized, and empowered, they respond with greater energy and engagement at work.”

Right now, employees are craving those types of connections. They want to feel camaraderie with their colleagues and that the work they are doing is meaningful.

As detailed in our latest report, [One Year Into COVID: The Pandemic’s Impact on How We Work](#), 59% of employees polled feel there’s been less human connection since the start of the pandemic. More than 25% indicated that their workplaces now have low morale, less flexibility, and less inclusivity. The majority (53%) said recognition for hard work would be a desirable way for employers to incorporate more human moments in the workplace.

But social recognition is not only about creating connections in the workplace. It also helps companies go the next step beyond that. Social recognition builds cultural resilience, mitigating the stress your employees are experiencing.



HOW SOCIAL RECOGNITION BUILDS CULTURAL RESILIENCE

To understand how social recognition builds cultural resilience, it's important to first recognize that many employees have been shouldering unprecedented amounts of anxiety and uncertainty.

In our new survey, 71% of workers we polled said the pandemic has had an impact on their mental health. They reported feeling anxious, isolated, overwhelmed, and less motivated.

Social recognition can ease the weight of all that by helping new – and sometimes uncomfortable – working conditions seem more familiar. It also provides opportunities for employees to check in with one another and celebrate their shared experiences. That, in turn, lessens stress, promotes inclusion, and ultimately elevates morale.



75%
more engagement

After celebrations, employees become 75% more active in their recognition program.



150%
more visits

Life Events® participants visit the recognition site 150% more often than their unrecognized peers.

Eric Mosley and Derek Irvine, senior vice president of client strategy and consulting at Workhuman, discussed the importance of social recognition in their new book, "[Making Work Human](#)."

"[Social recognition] is the foundation for creating a more human workplace because it reinforces shared purpose and gives individual meaning through gratitude."

Teams that have the benefit of this kind of connectivity work well together. They tend to be more agile and better able to quickly interpret and respond to change. As a result, they

can problem-solve and manage the inevitable day-to-day difficulties when they arise. In other words, employees that feel connected are resilient. This resilience then strengthens human-centered connections even more, creating a feedback loop that helps the entire business.

Even in the most tumultuous of times, successful companies find ways to inspire and engage employees. One of the most effective ways to do this is to keep your social recognition programs turned on. Human-centered work practices – those grounded in connection and positivity – enhance resiliency, and that's what your company needs to keep moving ahead in today's dynamic business environment.

To learn how your social recognition program is helping build resilience at your workplace, contact Workhuman today.

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