

The ROI of Recognition in a Time of Crisis

HOW TO AMPLIFY ENGAGEMENT DURING COVID-19

workhuman*



I've seen firsthand how our customers have thrived as a result of doubling down on gratitude."

EILEEN NOLAN
Vice President of Strategic
Accounts, Workhuman



Recognition is the antidote during these times of stress."

JESSE HARRIOTT
Global Head of Analytics,
Workhuman

Successful companies find ways to inspire and engage employees in even the most tumultuous of times. And one of the best ways to do that? By continuing to build and enhance your culture through Social Recognition®.¹

Research has shown over and over that the power of gratitude impacts engagement and connection in a profoundly positive way. Gratitude is a proven and powerful force in building resilience and buffers against the stress your employees are experiencing. Your humans are feeling the need for connection – to their families, co-workers, and your company's mission – more acutely than ever.²

Here are some helpful insights that demonstrate the ROI of fully investing in a recognition program to help your organization thrive in today's COVID-19 reality.

☐ **Recognition lessens stress.**

Workers who've been thanked in the past 30 days for their efforts experience significantly less stress when compared to their non-recognized peers. Particularly relevant today: Employees at companies that have been through stress in the last year – and who have been thanked in the last month – are nearly 2x as likely to trust their company's leadership team.³

☐ **Recognition promotes greater feelings of inclusion.**

Workhuman analyzed the relationship between an employee's number of recognition connections and their sense of inclusion. The findings? More recognition connections engender a greater sense of inclusion.

☐ Recognition lifts morale and connectivity.

Workhuman looked at how COVID-19 has impacted recognition activity across our 4+ million users. It found that regions of the world hit especially hard by the virus at first saw a small dip in recognition moments – but are now seeing a huge surge. In Italy, for instance, gratitude is up 20% over historical trends.

☐ Recognition increases engagement.

Workhuman® client Merck saw a 12% point increase over prior years on the recognition question in their employee engagement survey. According to Michaela Leo, director of compensation at Merck, the INSPIRE recognition program has been the driving factor behind this significant increase. Employees have responded very favorably to the use of rewards rather than cash-based programs.⁴

☐ Recognition boosts retention.

Merck discovered that when new hires receive recognition, they are 5x less likely to leave within the first year; recognizing someone early has a huge impact on career trajectory. And according to Workhuman, companies realize a turnover rate 2x lower for those employees who are recognized 7-10 times in a year.⁵

☐ Recognition benefits givers, too.

According to recent Workhuman research, those who have given recognition in the last two months are more likely to: love their job (75% vs. 48%); recommend their company (83% vs. 63%); identify as highly engaged (89% vs. 64%); and have a positive work experience (82% vs. 58%).⁶

☐ Recognition creates unique data for times like these.

Recognition data has perhaps never been more critical. Gaining access to it will give you valuable insights into the human connections that motivate and inspire your employees and drive your business forward – even in these challenging times. You can see how work is now getting done, and what themes, values, and messages are bringing your work community together.⁷

☐ Recognition infuses agility into your total rewards strategy.

As the world of work is transformed, traditional pay structures are being replaced by a more agile approach to compensation – one that's determined by individual skills and expertise, rather than level in the organization. One of the quickest ways to build the trust and connection needed for agile work is by giving all team members the ability to recognize and reward good work when they see it.⁸

Discover how you can bring more gratitude and connectivity to your organization in these turbulent times. For details and to get started, contact Workhuman today.

Sources

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