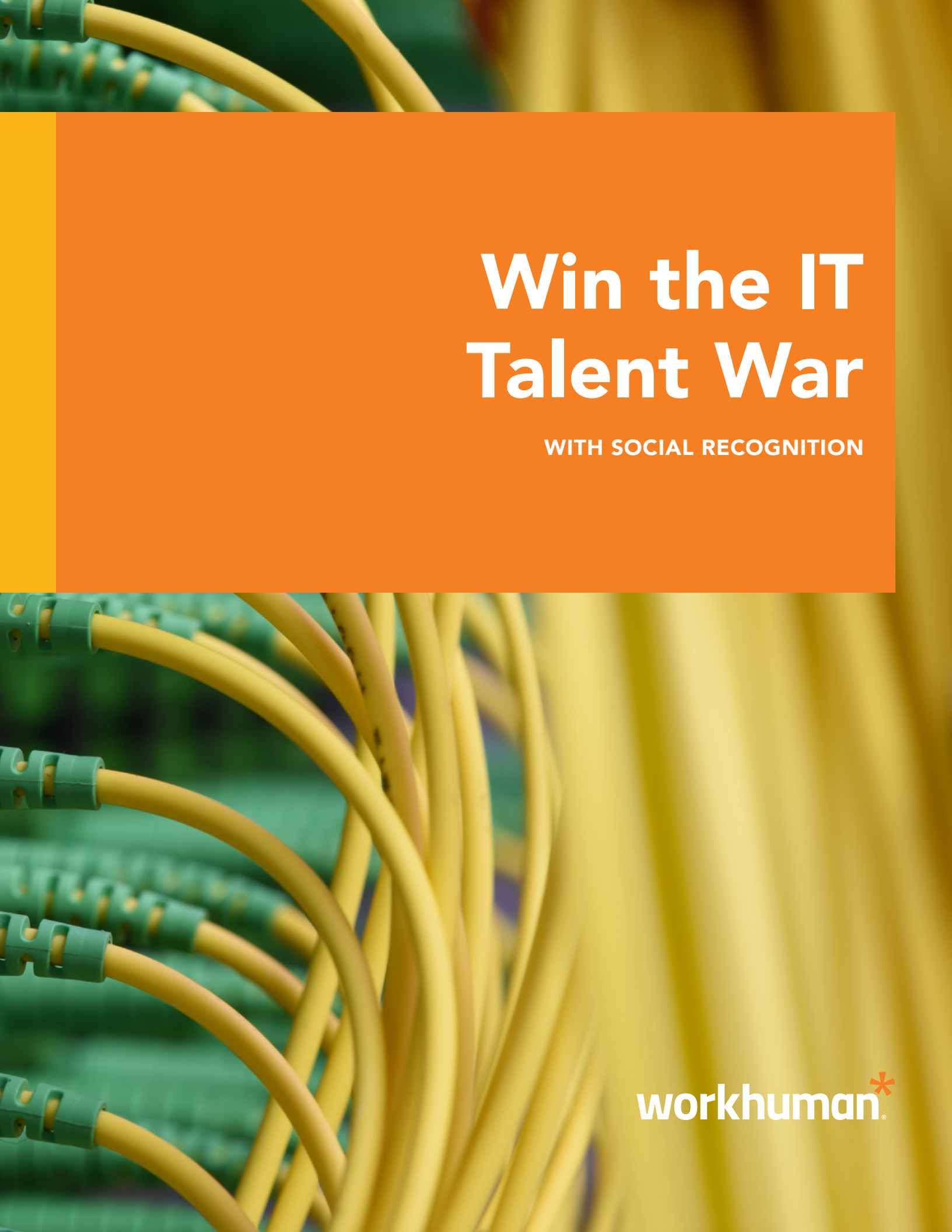




Win the IT Talent War

WITH SOCIAL RECOGNITION

workhuman*



Give the best talent a reason to choose you.

The IT and high-tech industries are at a crossroads. They're experiencing significant transformation as they innovate for the future – and the skilled, educated workers driving those initiatives have their pick of projects, roles, and organizations.

Many are even joining the gig economy instead of aligning themselves with a particular employer. In 2017, Upwork and the American Freelance Union¹ found that freelancers now make up 36% of the U.S. workforce and may outnumber traditional workers by 2027. At the heart of this trend is a steep digression away from employer loyalty.

The talent war is fierce and it's not going away. If you want to slow the tide of people leaving without getting into an impossible-to-win arms race with the giants of Silicon Valley, you need to go above and beyond. One solution speaks to this challenge and many more – Social Recognition® and the other human applications within Workhuman® Cloud.

SOCIAL RECOGNITION:

IMPROVES RETENTION

In the 2018 SHRM/Workhuman Employee Recognition Report, HR professionals cited retention and turnover as their top challenges for the third year in a row. There is some good news, however: Among the organizations surveyed, 73% have a recognition program, and 68% strongly agree that recognition helps reduce employee turnover.

With unemployment at an all-time low, implementing a social recognition program differentiates your organization from other high-tech companies. It leverages and strengthens employees' relationships with each other and builds trust in your employer brand so they're less likely to leave.

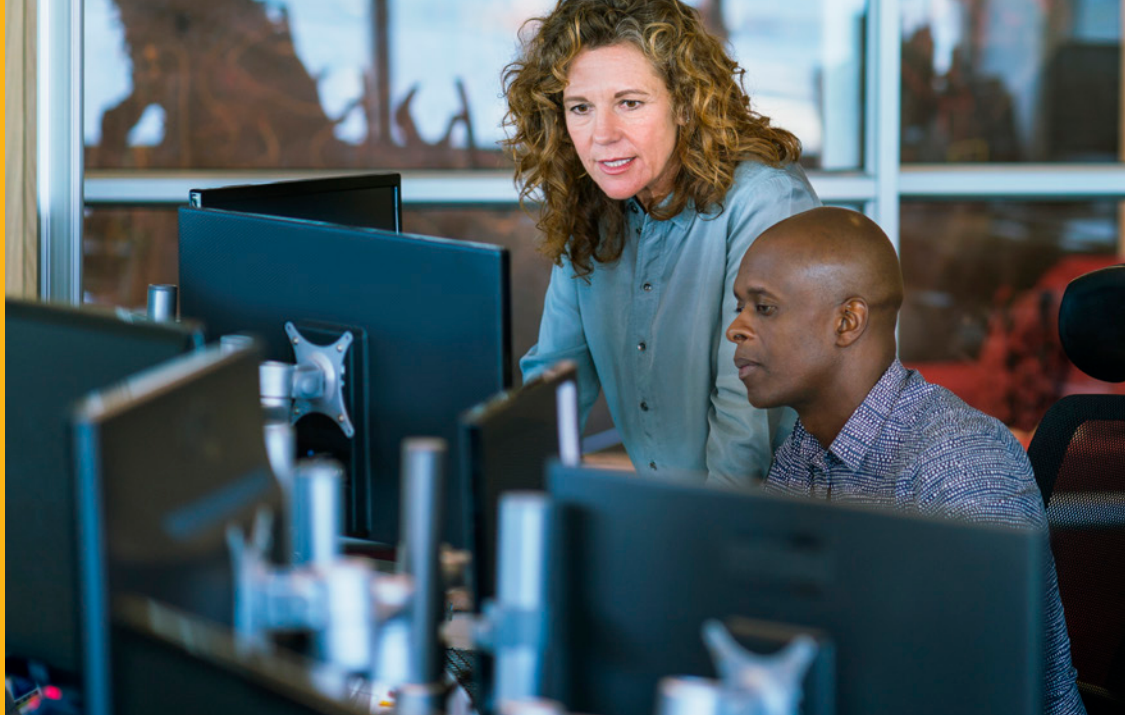
IMPROVES RELATIONSHIPS – EVEN GLOBALLY

Social Recognition enables your employees to congratulate peers and managers for achievements and helps them build relationships, which increases productivity and positivity. Gratitude connects your people to shared purpose, motivates and empowers them, and makes them feel acknowledged for who they are and what they do.



It's awesome to work at a company that values its people like this. I think Cisco hits the sweet spot in balance between results and caring about people."

DAVID FALK
Cisco employee



Many organizations are moving to a more strategic IT framework where IT resources work with areas of the business in different geographies. They need to be informed about these business needs, and that takes collaboration and partnership.

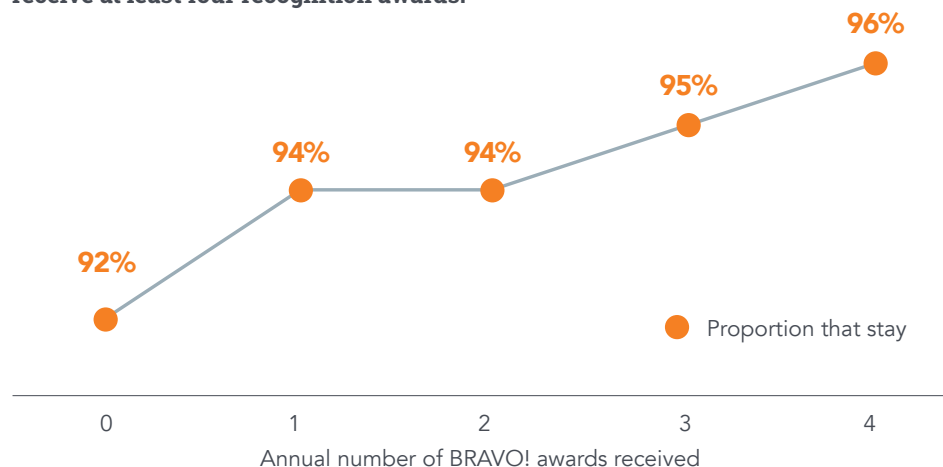
Social Recognition helps unify a diverse socio-demographic team and encourage better communication, even across remote, global, and cross-collaborative teams who may never meet face to face. These platforms and processes can help you foster engagement and teamwork – and celebrate both major accomplishments and the baby steps that lead to larger innovations.

ALIGNS CULTURE AND ENVIRONMENT

The environment you create at your organization matters in the war for talent. A tech job in Boston isn't the same as one in Seattle, and culture often makes the difference. Many organizations are moving toward an agile framework in order to innovate faster than everyone else – and you can't be truly agile if you still have a rigid, old-school culture.

How the work gets done and the people doing the work need to be in alignment, and Social Recognition helps you build a culture that truly supports the agile environment your people need to be successful.

Workhuman customer LinkedIn reports a 96% retention rate for all employees who receive at least four recognition awards.



Using a performance management platform such as Conversations® in collaboration with Social Recognition gives managers visibility into trends and data that can help them identify top performers and future leaders. It can also give them the tools they need to get ahead of those people who might be on the cusp of leaving and fix any issues before they spiral out of control.

MAKES WORK MORE HUMAN

Human connection is becoming a powerful force in an industry all about creating the technology that will power the relationships of the future – business and otherwise. Great organizations know that the more gratitude in a company, the better it performs. The key to achieving this is the correct volume of reach, frequency, and value of Social Recognition.

Our solutions work because we help connect people and culture to shared purpose. Forward-thinking HR leaders are embracing new technology that brings more humanity to IT and high-tech organizations across the world.

We look forward to showing you how Workhuman Cloud can help your organization meet today's challenges – and those still yet to come.

Sources

1 <https://www.upwork.com/i/freelancing-in-america/2017/>

Learn about the benefits of Social Recognition and human applications for the IT industry.

+1 888-743-6723 | workhuman.com

Or read more on our blog: workhuman.com/whblog