



Why Workhuman Now

THE IMPACT OF RECOGNITION
FOR TODAY'S WORKFORCE

workhuman*



Faced with economic uncertainty, your employees are feeling stressed at a time when you need them hyper-focused.

Gallup and Workhuman® research has found employers lose out on approximately \$20 million for every 10,000 workers dragged down by poor mental health and draining workplaces. Further, 40% of employees say their job has had a somewhat negative or extremely negative impact on their mental health in the last six months.

Employees who are this badly burned out don't bring their best to work. They're 63% more likely to not show up at all and 2x as likely to be looking for a new job.



It's uncertain what business or work will look like next quarter or next year, but we know employees want to feel valued, to connect with their coworkers, and to believe the work they do matters. And a strategic recognition program hits the mark on all three fronts. Companies that do the work to maintain a strong culture of engaged employees will come out of any downturn stronger than when it began.

If you've been waiting for the perfect time to make recognition a strategic priority in your organization, realize that time may never come. And in the meantime, your employees, company, and bottom line suffer the effects of indecision.

You have two options.

Option 1:
Do nothing.

This will lead to:

- Employee detachment and disengagement
- Lower productivity and greater burnout
- Increased turnover and the loss of great people
- Extensive costs related to hiring new employees

OR

Option 2:
**Invest
in your
employees.**

According to our research with Gallup, this leads to long-term improvements in:

- Employee wellbeing, including less burnout
- Overall organizational strength
- Employee engagement and productivity
- Greater retention and happier employees who are excited to contribute to business goals

Employees at organizations that strategically invest in recognition are:

73% less likely to “always” or “very often” feel burned out

56%

less likely to be looking or watching for job opportunities

4x

as likely to be engaged

44%

more likely to be “thriving” in their life overall

5x

as likely to see a path to growth in the organization

5x

as likely to feel connected to company culture

4x

as likely to recommend their organization to friends and family

Source: “Unleashing the Human Element at Work: Transforming Workplaces Through Recognition,” Gallup and Workhuman, 2022

How does this translate into cost savings?

A savings of \$16.1M annually for every 10,000 employees.
This translates to \$44K every day!

How does this impact employee productivity?

Showing a little gratitude to your employees turns into huge impacts on your output and bottom line.

Organizations in the top 25% of employee engagement generate:

18-43%
less voluntary turnover

10%
higher customer loyalty

23%
higher profitability

18%
higher productivity

compared to organizations in the bottom 25%

Source: "Employee Engagement Strategies: Fixing the World's \$8.8 Trillion Problem," Gallup, 2023

An investment in recognition with Workhuman[®] is an opportunity to leverage best-in-class technology backed by data and driven by insights that can't be replicated in any other platform.

Now is the time to engage employees in highly productive ways by finding the intrinsic motivators that will change a typical workday into a truly enjoyable experience – and deliver the power of thanks backed by measurable business impact.



To learn more about what you can expect as a valued Workhuman customer, connect with us directly or visit workhuman.com.

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

Join HR's leading innovators and trailblazers at our next Workhuman Live conference.