workhuman

Maximizing the ROI of Social Recognition

UNMATCHED RESULTS FOR BIOPHARMA CUSTOMERS

In 2020, pharmaceutical, biotechnology, and chemical companies around the world rose up to the extraordinary challenges surfaced by the COVID-19 pandemic. We saw firsthand that with increased innovation comes longer hours and added stressors.

During this time, many organizations discovered that an employee recognition program builds resilience against burnout, ensures alignment with organizational values, and helps employees navigate changes they can't control by buffering against the stress that comes with shifting objectives, moving into new competitive markets, and potential mergers and acquisitions.

The proof is in the data: For one leading pharmaceutical company, frequent recognition correlated with **15% lower turnover** and was found to be **8x more powerful than salary increases** in improving engagement.

We let our biopharma customers speak for themselves:

MERCK

5x

lower likelihood for recognized new hires to leave in their first year.

Pfizer

77%

of employees received recognition in the program's first year.

ZIMMER BIOMET

5x

increase in recognition activity for the same investment.

Sources: Click each customer logo to view the related case study

In this paper, we'll take a closer look at how when recognition is done right, it drives unmatched results for the biopharma workforce.

ONE

Recognition lowers stress levels.

The power of connection is an inherent need, and it starts with lifting each other up with genuine recognition. A grateful mindset provides vast emotional, physical, and social benefits, such as being more alert, a stronger immune system, and combating feelings of isolation and loneliness – all essential for improving overall wellbeing.

Not only can gratitude strengthen your team's psychological safety, but it can also positively impact key business outcomes such as safety and quality – vital metrics for pharma, biotech, and chemical organizations.

At global pharmaceutical customer Merck, workers who have been thanked in the past 30 days report experiencing significantly less stress versus their other hardworking peers.

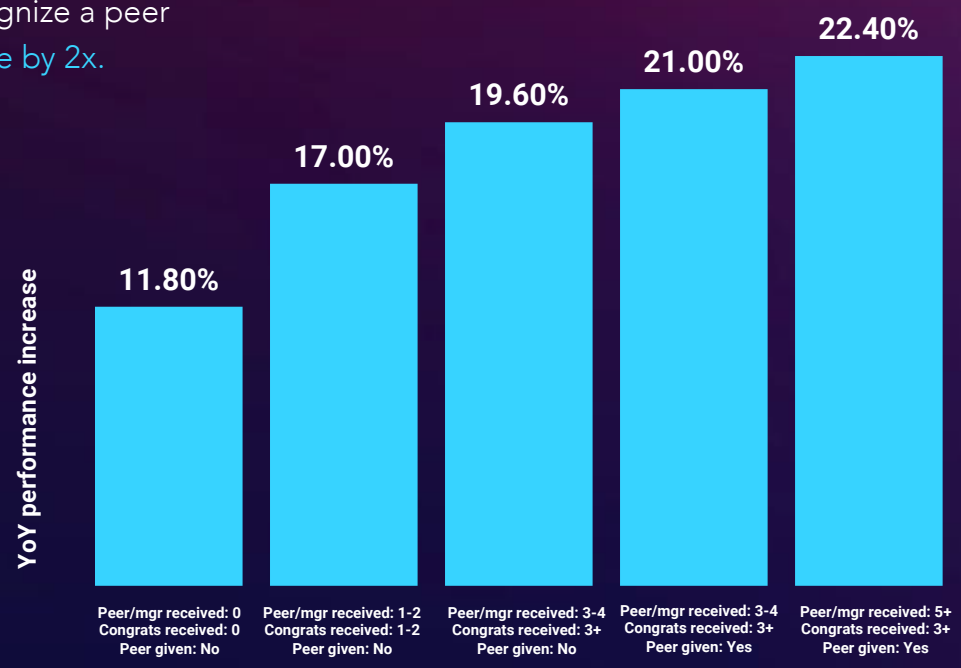
Source: Boosting Morale and Community: Merck's Story, Workhuman®, 2020

A multifaceted recognition experience drives performance.

Employees who receive 5+ awards, 3+ congratulations, and recognize a peer improve their performance by 2x.

FORTUNE 100

Biopharma Customer
30,000 employees | 12 countries | Partner since 2015



Source: Biopharma client study, Workhuman, 2019

TWO

Recognition drives stronger performance.

Workhuman researchers investigated how recognition impacted performance for a biopharma customer and found **performance doubled** for core contributors of recognition.

A core contributor is an employee who gives and receives recognition, and who piles on congratulations to others' recognition. Workhuman identified that as an employee has a richer recognition experience, they are more likely to improve their performance.

Our team of experts can partner with you to strategize the best way to tailor your recognition program to create a rich employee experience and drive performance forward.

THREE

Recognition generates trust in leadership.

Recognition is a powerful tool to leverage in times of stress and transition. Did you know that during disruptive change, recognition leads to increased confidence in an employee's organization and executive team?

2x

Workers recognized in the last month at companies that have been through disruptive business change are **2x as likely to trust their leadership team.**

Source: International Employee Survey Report, Workhuman, 2019

Trust in leadership is one of the most important aspects of a strong culture – and employees who trust their leaders are more likely to see potentially stressful events as opportunities for growth and development rather than reacting with fear and uncertainty.

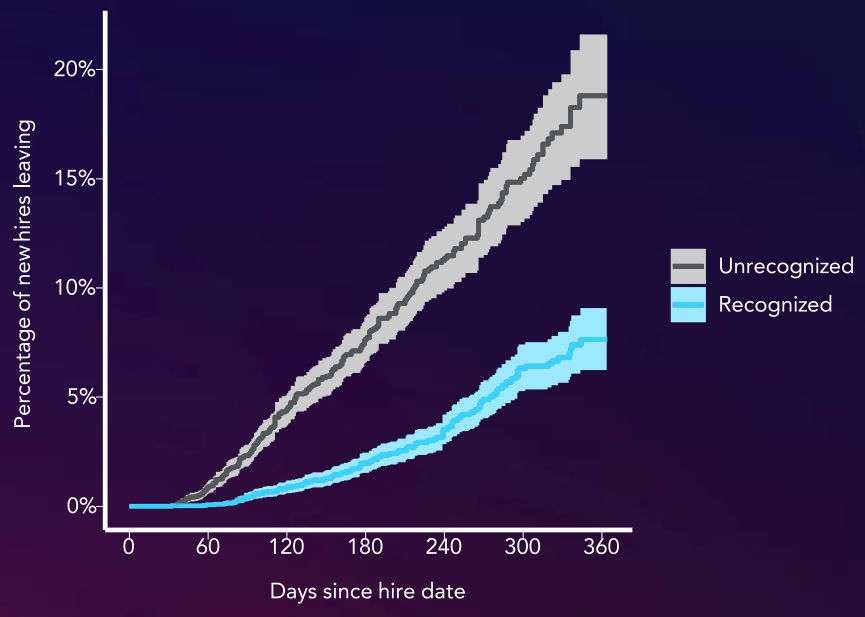
FOUR

Recognition improves the new hire experience.

Workhuman researchers investigated the impact of recognition on biotech scientists and found a pattern: **New hires who are recognized are less likely to leave.**

Creating those consistent and memorable recognition moments is made even easier by tapping into Workhuman's enhanced program features, like Automated Welcome Awards. Greet each new employee with an individualized welcome and messages from their manager and coworkers and see the impact for yourself.

New hires receiving 1+ awards annually are nearly 3x less likely to leave.



Source: Cross-client analysis of 101 clients, Workhuman, 2022

FIVE

Recognition reduces voluntary turnover.

It's not just new hires who are more likely to stay. Workhuman researchers partnered with a biopharma customer to see how recognition impacts their employees' likelihood to stay with the company. **They found that the voluntary turnover rate drops as an employee is more involved in their recognition experience.**

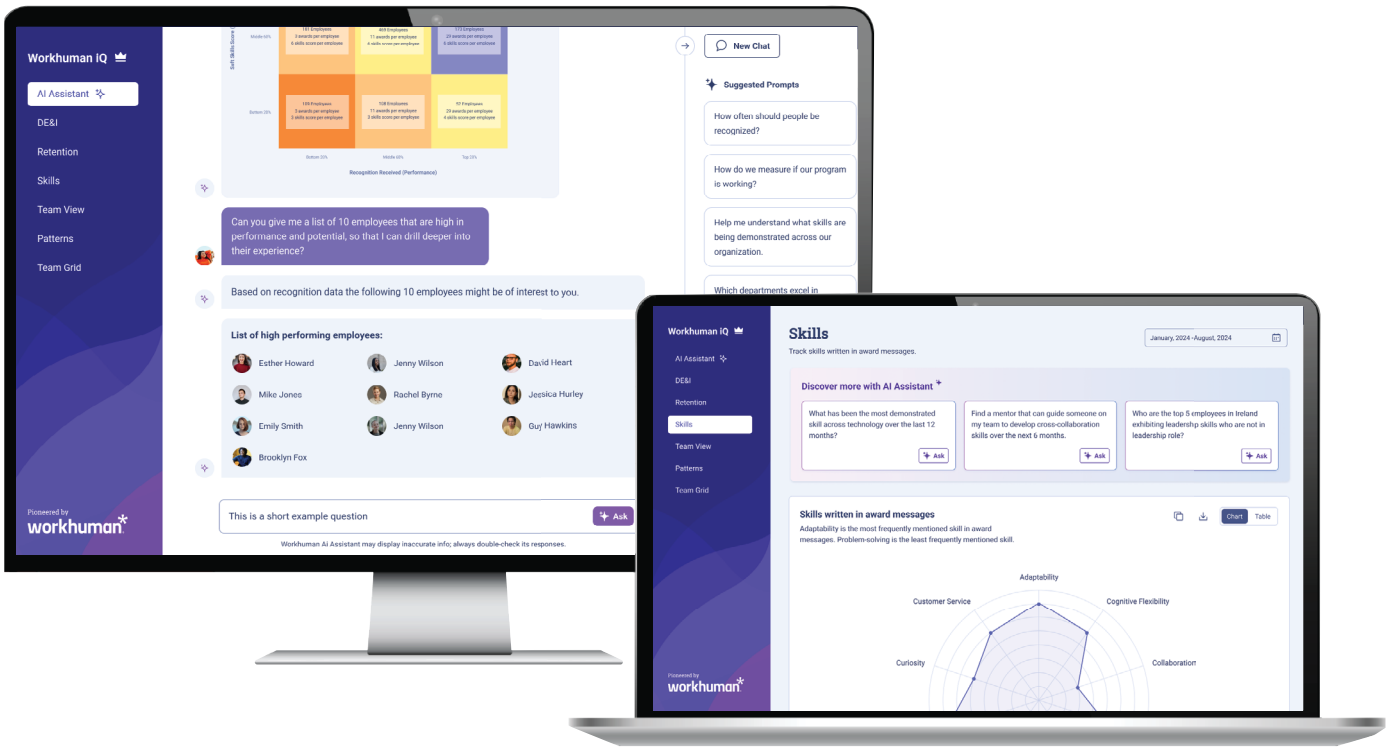
Source: Biopharma client study, Workhuman, 2019

We measured four variables involved in determining the turnover rate: recognition from peers, recognition from managers, congratulations received, and congratulations given. We found that as an employee receives more recognition and participates in congratulations, they are less likely to voluntarily turn over.

SIX

Recognition boosts the bottom line.

With Workhuman® iQ, you have access to actionable insights from your program and recognition data, plus a multidisciplinary team of experts skilled in the fields of data science, artificial intelligence, linguistics, and natural language processing. And you can use AI insights to upskill your workforce by tapping into our AI Assistant – built on more than 25 years of recognition program data and 1 billion points of Human Intelligence™.



When you can uncover biases, trends, and themes in your unique recognition data, you're empowered to reinforce skills that support equitable career growth for all employees and drive the values your organization wants to see – just like this pharmaceutical customer did.

74,000 employees | 85 countries | Partner since 2017

Detecting communities using organizational network analysis delivers drugs to market faster.

Communities are groups of employees that often work together, organically emerging from the way in which work is accomplished, often across functional lines.

Applying a community detection algorithm helped Merck identify, study, and optimize collaboration between 142 distinct communities.

Ready to see your own results?
We can help, every step of the way.
Contact us today.

+1 888.743.6723 | workhuman.com
Or read more on our blog: workhuman.com/blog

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

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