



Recognition Playback

FINDINGS FROM A YEAR OF GRATITUDE





Workhuman® analyzed the words in 9 million unique English award messages sent by customers over 12 months. We found data powerful enough to transform culture – and the entire world of work.

Here's a look back at a full year of global employee recognition.

Source: Data analyzed from 9 million unique English award messages sent by Workhuman customers from Nov. 1, 2022, to Oct. 31, 2023.

What good work was recognized?

The **most frequent actions** appearing in recognition messages, by industry:



Healthcare

Documentation,
Preparation



Insurance

Automation,
Documentation



Biotech,
Industrials



Inspection,
Preparation



Finance,
Tech



Automation,
Integration



Consumer Goods & Services

Innovation,
Preparation



Government

Inspection,
Documentation

What were the top skills recognized?



What was the word of the year?

Support

was the most frequent word appearing in recognition messages (excluding variations of “thanks” and “work”).

The **most common words** used in recognition messages, by industry:



Healthcare

Patient,
Help



Insurance

Willingness,
Knowledge



Biotech

Leadership,
Commitment



Finance

Skill,
Client



Consumer Goods & Services

Team,
Focus



Government

Effort,
Contribution



Industrials

Support,
Lead



Tech

Dedication,
Play

Inclusion Advisor was used more than 1 million times.

And **79%** of recognition messages were edited when bias was flagged.

Top 5 biases flagged:

1. Never disappoints

Praise that places unreasonably high expectations on the awardee with the implication that they will continue to perform at that level.

2. No work-life balance

Praising work that is unpleasant and detrimental to a healthy work-life balance.

3. Gender stereotyping

Praise which conveys unconscious gender bias, involves gender-biased language, and/or refers to stereotypical gender roles.

4. Hesitancy

Words and phrases that imply hesitancy on the part of the writer in fully recognizing the awardee.

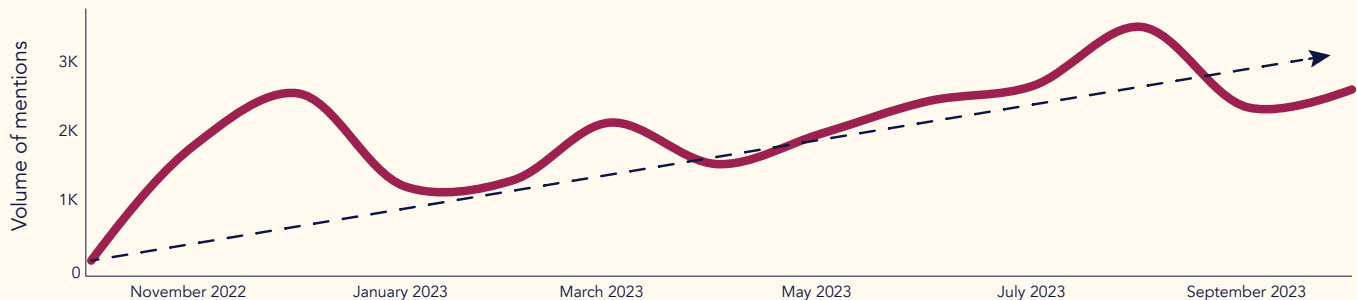
5. Needs improvement

Backhanded compliments implying unsatisfactory work and/or commenting on difficulties that are likely to be attributed to the awardee.

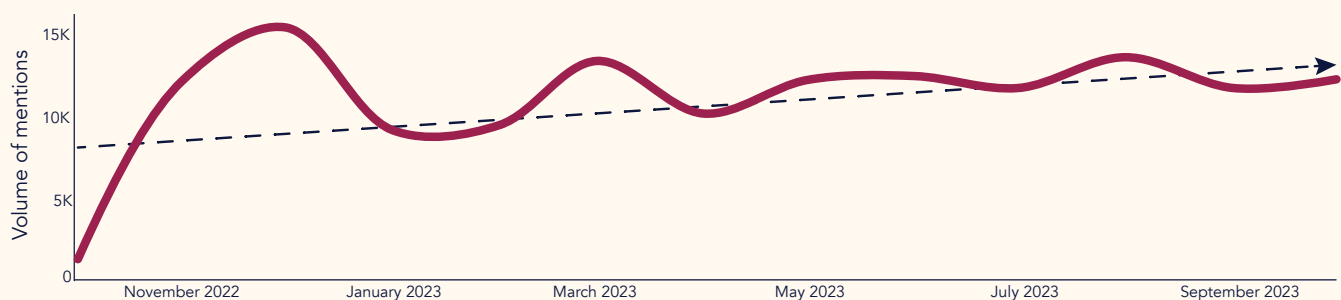


What topical trends did we find?

Recognition messages about **AI** increased significantly. Especially in the **tech**, **finance**, and **biotech** industries.



Recognition messages about **wellbeing** increased significantly. Especially in the **healthcare** and **government** industries.



Why this matters

Understanding recognition in the workplace offers insight into:

- Emerging trends and themes that are influencing company culture
- Deep analysis of soft skills across the workforce
- What equity looks like throughout the business

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