

workhuman®

# 4 Reasons Why Employee Recognition Is Vital for Retention

**FINDINGS FROM THE WORKHUMAN IQ SPRING  
2022 INTERNATIONAL SURVEY REPORT**





## More humanity. Less turnover.

As the profound changes brought on in the last few years continue to redefine the world of work, HR and business leaders must think about ways to make work less transactional – and more human. When you consider that the cost of replacing an employee is up to 2x that worker's salary, doubling down on connection, community, and belonging makes the most sense financially.

To understand the state of human connection at work, Workhuman® iQ surveyed 2,268 full-time workers across the U.S., Canada, and Ireland. The resulting findings show how HR and business leaders can impact organizational policies and practices – including employee recognition – to drive a magnetic, human-centered work culture where people want to work. And stay.

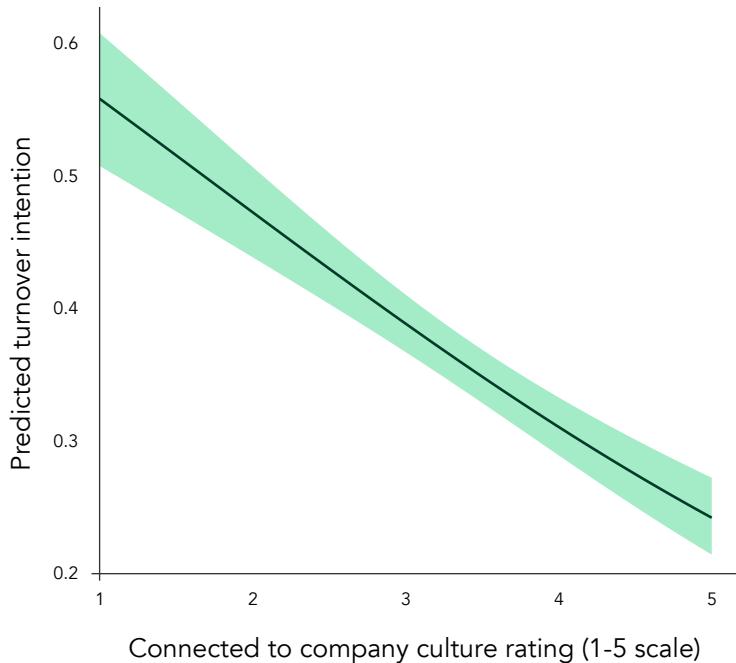
**Here are four reasons why employee recognition is vital to your retention strategy.**

ONE

**Employee recognition  
strengthens connection  
to your company culture  
– while reducing burnout.**



A strong connection to company culture drives a sense of purpose and collaboration, reduces burnout, and is strongly associated with decreased turnover intention. In short, when workers are thanked, they feel more connected and are more likely to stay with your organization.



That's because appreciation strengthens the essential bonds of a culture that workers want to be a part of. When employees are more intentional about saying "thank you," they feel more connected to your organizational culture and community.



# No thanks?

People who've never been thanked at work are 2x as likely to look for a new job in the next 12 months.

A values-based employee recognition program puts the power of gratitude to work, aligning your humans with your core values and your company culture. And because a values-based employee recognition program is designed with rewards that map to each of your company's values, it integrates those ideals into employee's everyday thoughts and actions. When employees feel more connected to your company culture, they are more likely to stay. And grow.

TWO

**Employee recognition  
supports and advances  
your diversity, equity, and  
inclusion (DE&I) initiatives.**



There's a strong business case for making DE&I central to your organization's DNA, including its profound and very real power to attract and retain the best talent.

Because let's face it, knowing that an organization is genuinely committed to DE&I is a key consideration for many – if not most – of your top talent. Both present and future.

The report bears this out:

**72%** of workers said that DE&I is "somewhat" or "very important" in their decision to stay with their current organization.

And it's especially true for Gen Z (86%) and Black workers (87%) who will continue to be a growing presence in the workforce in the coming years.

And what's one of the best ways to give more than just lip service to your DE&I initiatives? Operationalize them through a unified, cohesive employee recognition program. Such programs are open to all and thus engage everyone in a social experience – creating a more inclusive culture.

THREE

**Employee recognition builds  
your work community by  
celebrating life events.**





Why is community important? Bringing people together from across your organization deepens social connections, gives them a sense of belonging, and builds a culture that people want to be a part of. And stay a part of.

That's why a recognition program that celebrates life events is an important tool in retaining valuable employees. And – as the report points out – it's even more important because many workers are either working remotely or in a hybrid arrangement.

**39%** of workers feel valued as individuals when their organization acknowledges and celebrates a personal life event.

Remote workers employed at companies that commemorate life events feel more respected (78% vs. 58%) and appreciated (75% vs. 44%) overall than remote workers at companies that do not. Forging a stronger sense of community and connection makes your organization a place where people want to work.

“

**The best places to work provide people with life satisfaction, as opposed to job satisfaction alone.**

MICHAEL O'MALLEY, PH.D.  
Managing Director, Pearl Meyer

FOUR

**Employee recognition  
creates a psychologically  
safe, connected  
work environment.**



Witnessing colleagues being thanked publicly is associated with employees feeling more grateful. And that translates into other benefits such as greater appreciation for their achievements and a stronger connection to colleagues and culture.

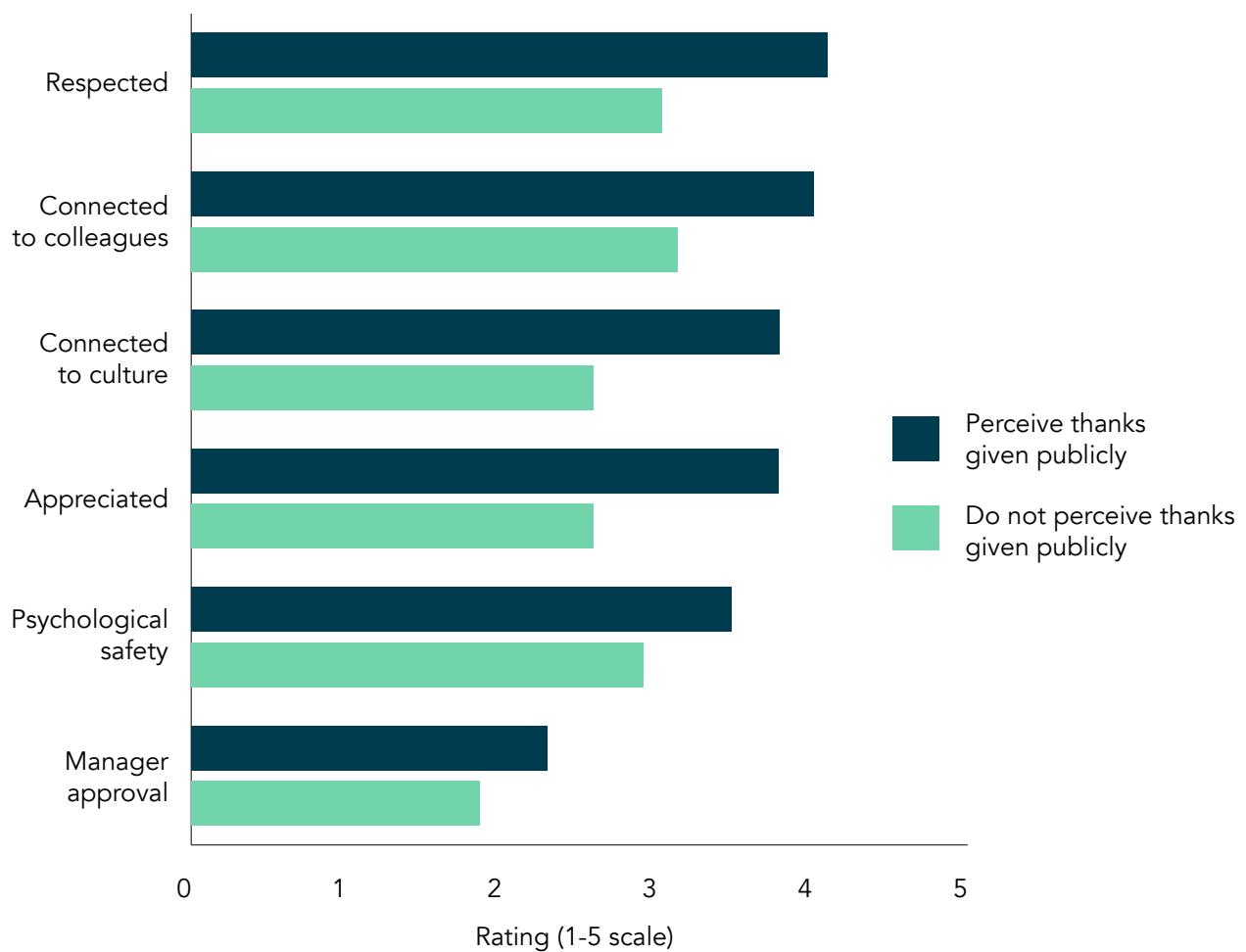
In addition, public appreciation creates a psychologically safe environment in which employees feel empowered to share opinions and ideas.

When employees witness moments of appreciation, they feel more respected at work and are more inclined to grade their manager more favorably.

Finally, witnessing public thanks is also associated with less burnout and stress. The more you can amplify and socialize recognition, the more impact it will have across your organization.



## **Seeing thanks given publicly has a cascading effect, improving metrics across a host of areas in your organization.**



Those are the kinds of benefits that will greatly reduce the urge of your workers to look for greener pastures and encourage them to stay with your organization.



## Take the next step

By strengthening your company's "thank you" muscle – empowering everyone to share praise in the moment as work happens – you're taking a critical step in building a culture where people are treated as human first and foremost. Human-centered workplaces are grounded in respect, appreciation, and gratitude – and they're the places where people want to do their best work.

And just as important in these disruptive times, they create a culture where humans want to work, grow, and stay.

**This is just the beginning.  
Download the complete  
Workhuman iQ Spring  
2022 International Survey  
Report for more data and  
insights on how to attract  
and retain the top talent  
your organization will need  
to compete.**



**Contact Workhuman today to take the first step in building  
a magnetic company culture.**

+1 888.743.6723 | [workhuman.com](http://workhuman.com)  
Or read more on our blog: [workhuman.com/resources](http://workhuman.com/resources)

**workhuman®**