



Choosing Workhuman As Your Trusted Partner

HOW RECOGNITION ALIGNS CULTURE, DRIVES
BUSINESS OUTCOMES, AND FUELS ROI



What, exactly, helps employees feel engaged and motivated to increase their productivity and discretionary effort? According to the [2024 Workhuman® iQ Survey Report](#), one answer is to narrow the margins between individual contributors and senior leaders – to close the gap between these groups’ actual daily experiences.

With only 15% of individual contributors experiencing low burnout and 25% reporting high levels of psychological safety, employees across sectors are pushing through intense pressure. Leaders acknowledge change is necessary: According to the survey report, 68% believe new leadership styles are needed in today’s world of work.

Three discrepancies include:



Solving this disconnect among employees, leadership, and culture demands more than the same old tricks. With decades of experience as the #1 provider of employee recognition delivering breakthrough data and measurable client outcomes, the experts behind the [Workhuman® platform](#) have developed battle-tested best practices to unite people and culture around shared goals and values – and we’re confident, as your trusted recognition partner, that we’ll do the same for you.

Employee recognition connects people and aligns culture.

In this ever-evolving business landscape, cultural alignment is what unlocks a thriving workplace. Recognition supports this – employees who feel seen and appreciated for their work and who they are as people build confidence, feel happier, and give more to the organization. In particular, a peer-to-peer solution like Social Recognition® enables greater transparency, inclusion, and connection.

It makes good business sense, too. A workplace backed by a strategic recognition program helps business leaders make better decisions and enables significant progress in improving engagement, igniting productivity, and retaining high performers. Recognition contributes to a resilient, aligned culture that offers fulfilling and flexible work, and can even bolster compensation when it includes a monetary component.

Key findings from Workhuman customers include:

5x

increase in recognition activity for the same investment as their previous solution.

Source: Zimmer Biomet customer snapshot, Workhuman, 2023

70%

of sites that do recognition right see higher engagement, productivity, safety, and quality.

Source: Morgan Truck Body case study, Workhuman, 2023

.3pt

increase in NPS score after one year with recognition.

Source: GoTo webinar, Workhuman, 2023

Your peers find value in recognition.

Some of the world's most forward-thinking organizations are Workhuman customers:



And they've spoken: We're #1.

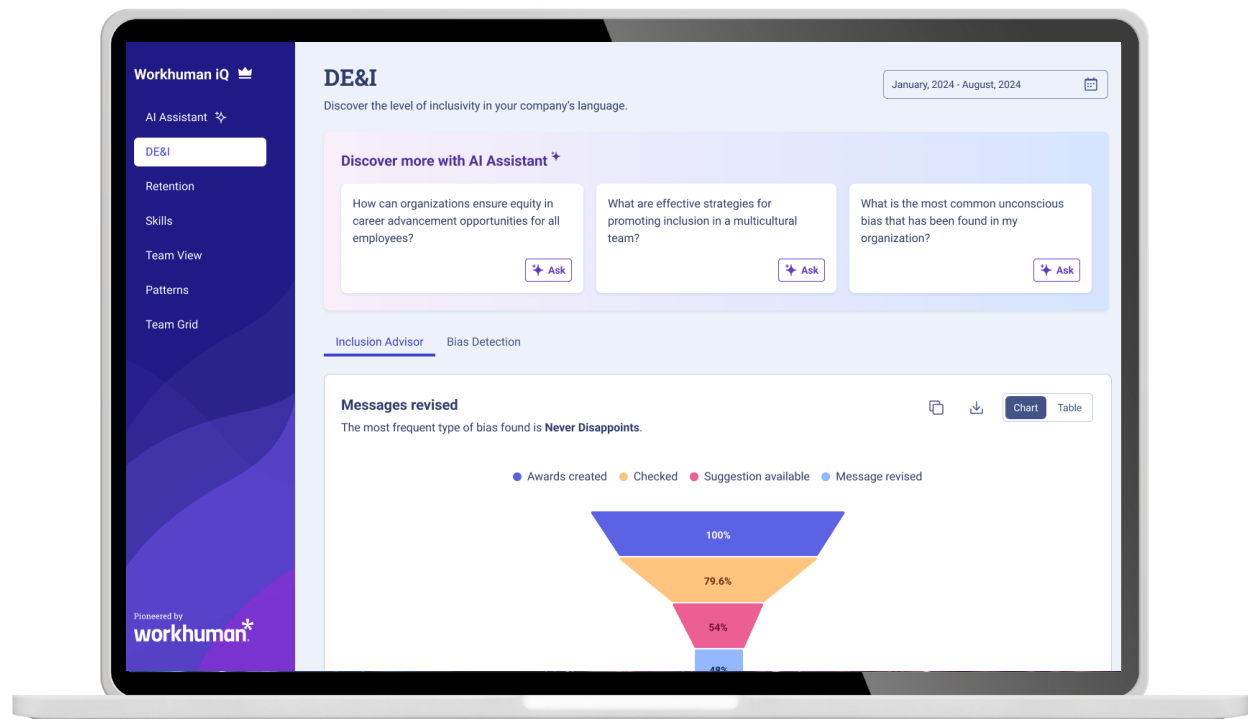
Workhuman has driven engagement, productivity, and retention for our customers for more than 25 years. No wonder we've been recognized by [G2](#) and [Gartner](#), among others. So, why settle for second-rate recognition when you can partner with the best of the best?



Workhuman has everything you need to build an engaged culture.

Actionable insights: Workhuman® iQ, the most comprehensive AI-powered human intelligence solution on the market, uses data from 100M+ recognition moments to understand the overall employee experience. Use these insights, analyzed by our multidisciplinary team of experts, to uncover elusive pain points, identify improvement opportunities, and solve real challenges.

Inclusive innovations: Inclusion Advisor, the industry's first DEI coach, uses AI and natural language processing to mitigate implicit bias and foster inclusion in real time – all while maintaining employee privacy and dignity. According to Workhuman research, 75% of people choose to make a change to their language when unconscious bias is flagged.



Seamless integrations: The Workhuman platform can be wherever your people are, integrating with critical workplace applications like Microsoft Teams, Outlook, Slack, Workday, and more. With our open API, Workhuman fits seamlessly into your workflow and enables real-time recognition.

Global rewards: Employees in 180+ countries can redeem points for merchandise, gift cards, experiences, and global charity options. We offer a mobile app and broad language support, and have deep expertise in many cultural, financial, and operational dynamics, including unions and works councils.

Unmatched expertise: Our team of experts with backgrounds in HR, benefits, recognition, and strategic communications empower clients and speak your language. They'll help you set up your program, get it launched, and support your ongoing success.

Let's dig in deeper.



Engagement in populations with higher levels of [recognition program] adoption was higher. It's not causation, but there is a relationship between recognition and retention and recognition and engagement.

ZOE KASPER

Assistant Vice President, Employee Experience
Lincoln Financial Group

Source: Workhuman® Live, breakout session, San Diego, 2023

Demonstrate hard-dollar ROI with recognition.

According to Gallup and Workhuman [research](#), only two in 10 senior leaders say recognition is a major strategic priority – meaning very few are taking recognition seriously enough to see the benefits.

We know budgets are finite, so we do everything we can to make every dollar you spend with us worth it. By unlocking the power of [Human Intelligence™](#), Workhuman provides unparalleled insight into people dynamics, culture, and skills, ultimately helping companies connect the dots between the employee experience and business success.

How would you feel about having immediate access to data that transforms the feel-good aspects of recognition into quantifiable business results?



Using our own data in our organization, we know that there is an outsized impact that recognition has on supporting increased engagement.

PETER CHURCH

Chief People Officer

Point32Health

Source: [Employee Engagement Amid Workplace Turmoil](#), Workhuman®
Spotlight, 2023

What differentiates Workhuman from any other recognition provider is our ability to elevate recognition beyond a tactical program of appreciation and rewards. The Workhuman platform is a strategic, measurable part of our customers' overall talent strategy. The human intelligence data within demonstrates how the program impacts key metrics leaders care about through hard-dollar ROI, and helps managers improve dashboards through advanced reporting and customization.

Each employee interaction (e.g., nominations, feedback, assessments) provides a unique data point that reveals trends and insights into employee behavior, inclusion, and company culture. This data is synthesized, along with natural language processing, so you can better understand what's going on in your company – and act on it.

Workhuman iQ paints a vivid picture of an organization's strengths and challenges, such as:

- **Retention insights** to help mitigate flight risk
- **Emerging trends** and themes that hinder company culture
- **Deep analysis** of soft skills across teams and business units
- **Greater understanding** of equity across the business

Jump ahead further with Workhuman iQ & AI Assistant, an AI tool designed to monitor and improve the effectiveness of your culture and employee experience programs. Using your own data paired with Workhuman research, AI Assistant proactively offers up insights related to skills, performance, productivity, culture, talent mobility, flight risk, and more. Get rapid-fire analysis for a holistic view and use open-ended prompts to generate reports and highlights that leaders and managers can absorb and put into action.



All told, AI Assistant can showcase how your strategic investments are transforming company culture in three ways:

ONE

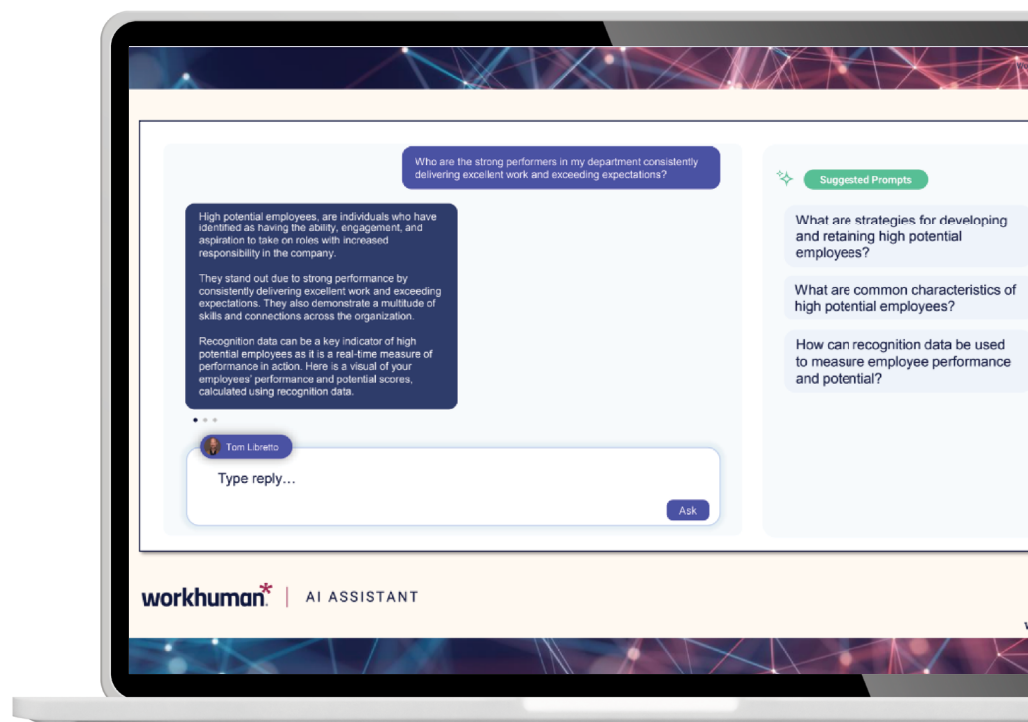
Less spreadsheets, more stories. See trends in different areas and capture a holistic view of performance and organizational health, in intuitive formats you can read and analyze yourself.

TWO

Less manual processes, more skills mapping. Empower managers to take a proactive role in shaping culture by surfacing recommendations to drive team engagement, retention, and performance. Advanced skill mapping allows for better internal mobility, people development, and succession planning.

THREE

Less guesswork, more guidance. With 24/7 access to AI Assistant, get closer to your data without analysts or engineers. Our Workhuman-specific language model answers your questions through live prompts, or you can simply navigate the easy-to-use interface.





When you find a program like this that can help you future-proof your workforce, you want to hold on to that.

ROXANNE BISBY DAVIS

Head of People Intelligence

Cisco

Source: "Elevating Gratitude: Cisco's Data-Centric Recognition Journey," breakout session, Workhuman® Live, 2024

The bottom line

By investing in employee recognition with Workhuman, you can build and sustain a happier, more engaged workforce aligned to your organization's priorities and goals, comprised of humans ready to step up to embrace change and achieve results.

Ready to realize real ROI with recognition? 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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