



Enhance Employee Wellbeing With Recognition Strategies

3 PROVEN WAYS TO IMPACT BUSINESS WITH A HUMAN-CENTRIC CULTURE





Looking at the latest ways of working all around us, it's no surprise our CEO forecasted that ch-ch-change is coming. We liked what he said so much, we'll cut right to the chase:



New technologies, new work arrangements, new generations taking over for the record number of retiring baby boomers, and other uncertainties have left people reporting record stress. Employers can't ignore the fact that burnout leads to disengagement, and can hold serious ramifications for physical, mental, and emotional health.

The workplace can counter these by creating a welcoming community within work. Employee resource groups, support groups, upskilling, recognition programs, and other attributes of a human-centric workplace are remedies. A culture of inclusion and belonging builds psychological safety into the organization AND increases productivity overall.

ERIC MOSLEY

CEO, Workhuman

Source: ["2024's Key Opportunities: AI, Flexibility, Wellbeing & Personalization,"](#)
Forbes, 2024

When the employee experience is centered around worker wellbeing and connection, you'll see business results. Here are three proven ways Workhuman® can deliver measurable impact on a human-centric workplace fueled by recognition.



ONE

Measure wellness-related award activity and upskill accordingly.

As conversations around mental health in the workplace became normalized, we see that employee wellbeing is crossing over into the recognition space, too. In fact, in 2023, we looked back on 12 months of recognition data from customers and found the volume of recognition messages mentioning topics like burnout and stress increased significantly.

Workhuman® iQ can help you measure and validate insights from rich recognition data within your organization so you can upskill accordingly. Go a step further by developing a specific award category, such as safety, and measuring the outcomes with quantifiable findings.

Customer insight

Manufacturing plants with stronger recognition cultures report fewer safety incidents.

Workhuman researchers partnered with a customer with more than 60K employees to determine the impact of recognition on lost time incident rates at a subset of their plants. **We found that locations with highly recognized employees saw significantly fewer lost time incidents.** In a manufacturing context, recognition reinforces safety behaviors. At plants where employees have received more of these reinforcements, it's only natural that fewer lost time incidents are reported.

Source: Manufacturing/tech client study, Workhuman, 2019



TWO

Link your recognition and wellness programs.

We hear it all the time: Getting employees to adopt yet another program can be one big headache. What if we told you that you can build up the recognition-wellbeing connection by literally integrating your recognition and wellness programs?

In 2023, Workhuman customer CAA Club Group received an award for innovative thinking when they linked up their recognition platform to their wellness app. Of the win, [Benefits Canada](#) announced, “This year, it linked the wellness app to its employee recognition platform, awarding participants with a series of wellness badges that can be redeemed for rewards. By rewarding healthy lifestyle behaviors, employee engagement with the app increased from 27% to 50%.”

These two programs are inextricably linked to show how deeply CCG cares about every aspect of their employees' wellbeing. The ability to earn extra points through wellness challenges and initiatives in the recognition application helps them accumulate points more quickly and earn the rewards they want even faster. This leads to greater cohesion between the programs, heightening the positive impact they have on the employee experience.

Source: "[CAA Club Group of Companies Discovers Powerful Link Between Wellness and Recognition](#)," Workhuman, 2023

A human workplace is a combination of many things – healthy ERGs, opportunities to upskill, a focus on wellbeing, and a culture of support built through regular check-ins and celebrating life milestones outside of work, too. Workhuman is here to help you demonstrate that improved belonging and community at work pays off. We'll help design your program with data-driven recommendations in mind – and you might even take home a W for your efforts.

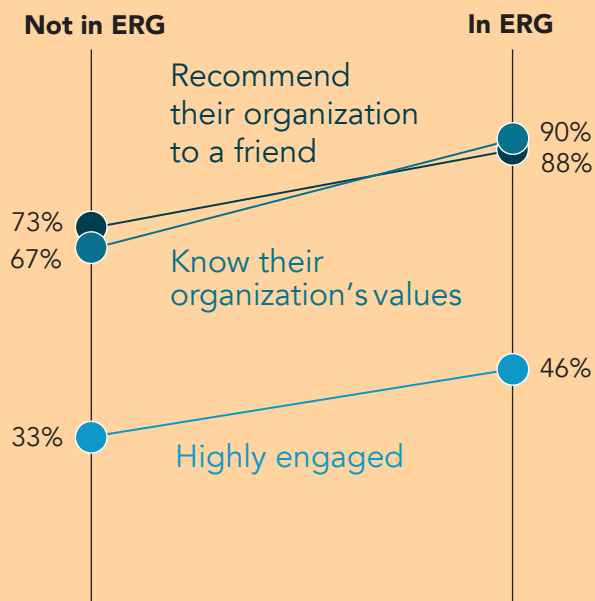
THREE

Upgrade your ERG strategy with recognition.

We know from our customers (and our own experience) that when done right, ERGs are the heart of belonging at work. We even validated this belief with [research](#) that shows when ERGs are successful, ERG participants are more engaged in their workplace culture and report higher psychological safety.

ERG participation leads to higher psychological safety and more engagement in the organization's culture.

Source: "[The Evolution of Employee Resource Groups](#)," Workhuman, 2023



So, we know why healthy ERGs matter. But how does recognition boost the ROI of ERGs?

Workhuman researchers found that when an organization has an ERG-related award opportunity, it drives overall recognition activity, fortifying the wellbeing-recognition connection. In a 2023 customer study, we determined that employees who received an ERG award saw:

- Greater participation in the recognition program
- 2x the likelihood to nominate a colleague for recognition
- Higher average nominations for recognition given and received, annually

By integrating ERG-related awards into your recognition program, you can further drive a culture of connection, belonging and gratitude. And belonging is good for the bottom line, too.

According to Deloitte, "Belonging can lead to a 56% increase in job performance, a 50% reduction in turnover risk, a 167% increase in employer net promoter score, 2x more employee raises, 18x more employee promotions, and a 75% decrease in sick days."

Still need convincing? Listen firsthand to how GoTo's Social Recognition® program supports core values and ties directly into the team's ERG strategy in [this video](#).

“Our ERGs are there to help bring that Be Real value to the forefront, to create a culture of belonging. And I think recognition ties so perfectly into that because we're able to gain support for all of the diverse activities that we lead.

CHRISTINE GRANT,
GOTO



Ready to reap the ROI of a redesigned human workplace? [Contact us today.](#)

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