

workhuman\*

# Solve 7 Common Business Challenges With Recognition

IGNITE SUCCESS AND BREAK DOWN BARRIERS TO GROWTH





An economic analysis from the Centre for Economics and Business Research found that human capital represents \$1,215 trillion of the global economy, more than 2x that of physical capital and assets.

Workhuman® helps leverage the value of humans by offering a suite of breakthrough solutions that address today's top organizational issues head-on, fostering a more unified, engaged, and satisfied workforce. By leveraging the products and capabilities within the platform, as well as expert guidance from the Workhuman Consulting Practice and Workhuman® iQ, Workhuman aligns teams around shared values and goals to ignite cultures of success and overcome barriers to growth. Workhuman elevates recognition from a tactical program to a key part of a strategic talent strategy.

Read on to learn more about seven specific business challenges – and how Workhuman is the single platform to address them all.

# 1. Disconnected cultures

**The challenge:** Some rapidly growing or geographically dispersed companies lack a single, unified culture, and instead maintain parallel microcultures that have difficulty interacting and communicating.

**Why Workhuman:** Think of Social Recognition<sup>®</sup> as the operating system for your organization. It helps everyone reward behavior based on the same values and ensures alignment with the mission and strategic goals. Peer-to-peer recognition encourages cross-group and team collaboration, building relationships and easing stress and silos.



**Our global recognition platform provides us with a centralized place to celebrate our achievements and to connect with others in the organization – especially through the Workhuman app.**

DAWN HEIM

Senior Manager, Compensation and HR Technology  
Tennant Company

Source: [Tennant testimonial video](#), Workhuman, 2023

## 2. Growing pains

**The challenge:** During mergers, acquisitions, expansions, and other organizational shifts, companies struggle to orient new employees and make them feel like part of a new or changing culture.

**Why Workhuman:** Social Recognition helps employees understand your values by linking them to and reinforcing specific behaviors. As workers notice and appreciate the alignment of their peers, they become more attuned to the new values – and learn to live them. This brings values down off the wall and puts them into everyday practice. It also makes your strategic objectives actionable at an individual employee level.

Watch our customer [CAA](#) discuss how recognition supports values.



### 3. Disengaged employees

**The challenge:** Engagement and satisfaction surveys come back with negative marks and the grumbling at the water cooler suggests employees feel the company is not meeting their needs.

**Why Workhuman:** There is a direct and proven link between Social Recognition and engagement. Our clients see double-digit gains in engagement scores within the first year of implementing recognition. At Morgan Truck Body, 70% of sites that properly used the recognition program saw improvements in engagement, productivity, safety, quality, and culture survey results. During a session at Workhuman Live 2023, Point32Health shared how they used their own data to measure recognition's impact on engagement and found a 10-percentage-point increase in engagement in their pulse survey scores.

DAWN HEIM  
Senior Manager, Com-



**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

## 4. High turnover

**The challenge:** Your company is suffering from low 90-day retention rates and/or a brain drain when long-time employees leave.

**Why Workhuman:** Employee retention is another easy-to-track and clear, direct benefit of Social Recognition. Data tells us that the most active participants in recognition are more likely to stay. Turnover drops from 18% to 11% when employees receive recognition versus none, and down to 7% for employees receiving and giving recognition.

**For every 10-percentage-point increase in recognition, Workhuman customer JetBlue saw a 3% increase in retention and a 2% increase in engagement.**



## 5. Poor succession planning

**The challenge:** Many companies continuously look at outside talent to fill openings because they lack the right information to promote from within.

**Why Workhuman:** The data that comes from Social Recognition maps your employees' relationships and shows you the cultural energizers and outliers. By discovering these linchpin employees through feedback from their peers, you can better single them out for development as the leaders of tomorrow.

Once you have discovered these key employees, leverage a continuous performance development tool such as Conversations<sup>®</sup> to provide the guidance, growth, and mentoring they need to excel.

## 6. Inequity

**The challenge:** In companies with a broad mix of roles or global locations, recognition logistics can create an inadvertent and troubling inequity that results in a system of “haves” and “have nots.”

**Why Workhuman:** Social Recognition expands the winners’ circle in your company from a handful of superstars to anyone who is doing great work. Our multilingual, SaaS-based desktop and mobile platform offers localized rewards available all over the world and solutions for offline and deskless employees, so everyone can share in a single, equitable experience of recognition. Built directly into the system is our proprietary Standard of Living Index (SOLI), created in collaboration with Mercer, which ensures rewards given to employees in different countries are calibrated fairly.



# 7. Poor safety, quality, or customer satisfaction numbers

**The challenge:** Safety incidents or quality issues are on the rise, or customer/patient satisfaction or productivity numbers are falling.

**Why Workhuman:** Social Recognition puts eyes and ears at every level of your organization, all attuned to noticing and celebrating good work and providing just-in-time recognition that encourages repeat performances.

We've seen this come to life: When employee engagement became a strategic imperative for JetBlue, they worked backward to learn how engagement affected customer experience. Data from Lift, their Workhuman recognition program, showed that at 6+ monetary awards, team members were more likely to feel recognized and appreciated – and more likely to be engaged.

The relationship between this engagement and customer satisfaction became clear: Engaged flight attendants were 8x more likely to be complimented by a customer. JetBlue determined that if each flight attendant was recognized at least 6x a year, it would drive brand affinity.

Not all challenges look the same for each organization, which is why Workhuman's offerings are not a one-size-fits all solution. Workhuman is a dedicated partner in your journey, tailoring our data-driven recommendations to your unique needs.

Tell us more about what your company is facing – we're all ears.

**Ready to turn challenges into growth? Contact us today to learn more about how Workhuman can make a difference for your organization.**

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