



How CAA Club Group Builds Culture With Recognition

**EXPLORING THE CORRELATION BETWEEN RECOGNITION,
ENGAGEMENT, AND RETENTION**

CAA Club Group launched its Social Recognition® program and partnership with Workhuman® in 2015. It utilizes recognition, rewards, and Service Milestones® to drive cultural and business results, particularly related to increasing engagement and lowering turnover. CAA Club Group acquired Echelon Insurance in 2019. During that transition, recognition played a vital role in aligning all team members around CAA Club Group's mission and overall culture.

Hear more from Carla Spina, VP of human resources at Echelon Insurance (CAA Club Group), on how the company has enhanced its culture and increased inclusion with recognition.

Read on for details and to catch the full video on YouTube.



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An interview with
Carla Spina
VP, Human Resources
Echelon Insurance

What does employee recognition mean to CAA Club Group?

- CS** As an organization that has a high-performing culture, the recognition program allows us to actually recognize and reward that through this platform. **It helps us ensure that people know they are contributing not only from a skills and knowledge perspective, but also from a behavioral standpoint. It has helped our organization continue to thrive and grow.**

How does recognition foster a culture of connection across the organization?

CS CAA Club Group is across Canada, so we have associates out in Manitoba, Quebec, and Ontario. This social platform **allows us to recognize our associates across the organization.** It has this feed capability where others can see who is being recognized, what programs or projects they are on, and **it allows more of that social connection.**

Through COVID, it was one of those opportunities that, when we weren't in the office, we couldn't just say, "Hey, thank you." We could go onto our Zoom platforms and other social media opportunities, but it was really through the recognition where we're allowing others to be recognized for their achievements and accomplishments.

How does recognition promote inclusivity and belonging across CAA Club Group?

CS Recognition supports inclusivity and belonging across the organization because it allows leaders to be able to recognize their associates. Whether they are leaders, colleagues, or peers, it's an opportunity to recognize everyone's different strengths. **Everyone has strengths and different contributions that they bring to the table, and recognition programs allow you to identify those different opportunities or strengths that people are bringing to the organization.**

What business outcomes does recognition help achieve?

CS Recognition programs support the ROI from an engagement standpoint. We know that there is a correlation between recognition, engagement, and retention. When we think about individuals who have been recognized and that are receiving recognition from their leaders or their peers, there is a connection within the organization where they feel that their contributions are now making a difference. **We have seen recognition and reward for people's performance reduce turnover, so there is a correlation between the two.**



This interview was recorded at Workhuman® Live 2023 in San Diego. Watch it [here](#).

Ready to connect culture and drive retention with recognition? Book a demo to get started.

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