

workhuman*

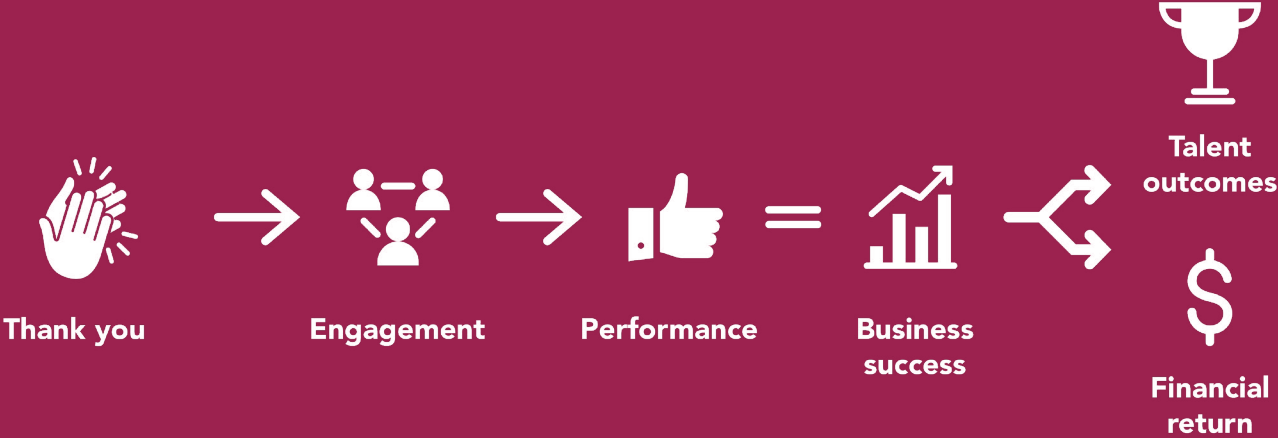
How to Quantify the Value of Strategic Recognition

BUILDING THE BUSINESS CASE FOR A HUMAN-CENTRIC CULTURE



“Thank you” is the most impactful phrase in the workplace, regardless of industry or job title. Our research, backed by Gallup, proves this over and over again. But how does strategic employee recognition, expertly deployed, return real value to your organization?

Employees are more engaged at work when they feel appreciated. It follows that more engaged employees also perform better, and organizations with high-performing people and teams outperform the competition. Put simply, what’s good for people is also good for business. And measuring the business impact of this appreciation allows you to operationalize the ROI.



According to a report from [Gallup and Workhuman®](#), only 1 in 4 employees strongly agree they feel connected to company culture and only 1 in 3 strongly agree that they belong at their organization. They're disengaged and drifting, even if they're not actually leaving. What would be the economic value to your organization if you could reel them back in?

When recognition hits the mark, employees are:

56% less likely to be looking or watching for job opportunities

5x as likely to see a path to growth at their organization

5x as likely to feel connected to their culture

44% more likely to be "thriving" in their life overall

73% less likely to feel burned out

4x as likely to be engaged and recommend their organization to friends and family

Source: "[Unleashing the Human Element at Work: Transforming Workplaces Through Recognition](#)," Gallup and Workhuman, 2022

Traditional approaches to engagement, such as annual bonuses, merit increases, and annual reviews, were designed for a very different workplace. Let's take it further – by inputting your workforce data, you can run your own model of the ROI generated by improving and sustaining employee engagement through an investment in human connection.

For the average Fortune 1000 company, each \$1 invested in strategic employee recognition generates \$5-7 in return.

Paired with data and analysis from Gallup, the Bureau of Labor Statistics (BLS), and other reputable, third-party sources, our proprietary model shows how engagement – powered by the culture-building power of strategic recognition and human connection – can positively impact:

- Productivity
- Turnover
- Health and safety
- Absenteeism
- Customer retention



Of course, you won't get this value by doing what you've always done. Workhuman can help you take the model further by analyzing your potential investment on three levels – low, medium, and high – to show you how to achieve the results you're looking for.

We are equipped and excited to partner with you in taking the next best step, whether that's creating internal champions, gaining buy-in across your teams, or developing a business case to help educate your key stakeholders.

Ready to realize more value from your people and systems and create a human-centered culture that drives measurable, tangible ROI? Schedule a Value Creation Consultation today.

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