

# Topics

A feature of Social Recognition®

## Where culture meets strategy

Imagine if your recognition platform could also become a central hub of your business strategy where:

- Every recognition moment reveals how employees are embracing new goals, values, or initiatives.

- Leaders can watch culture shift in real time, instead of waiting for lagging surveys and reports.
- Recognition isn't just about points or purchases, but about proving strategy is alive in the day-to-day.

Well, now it can.

# Introducing Topics

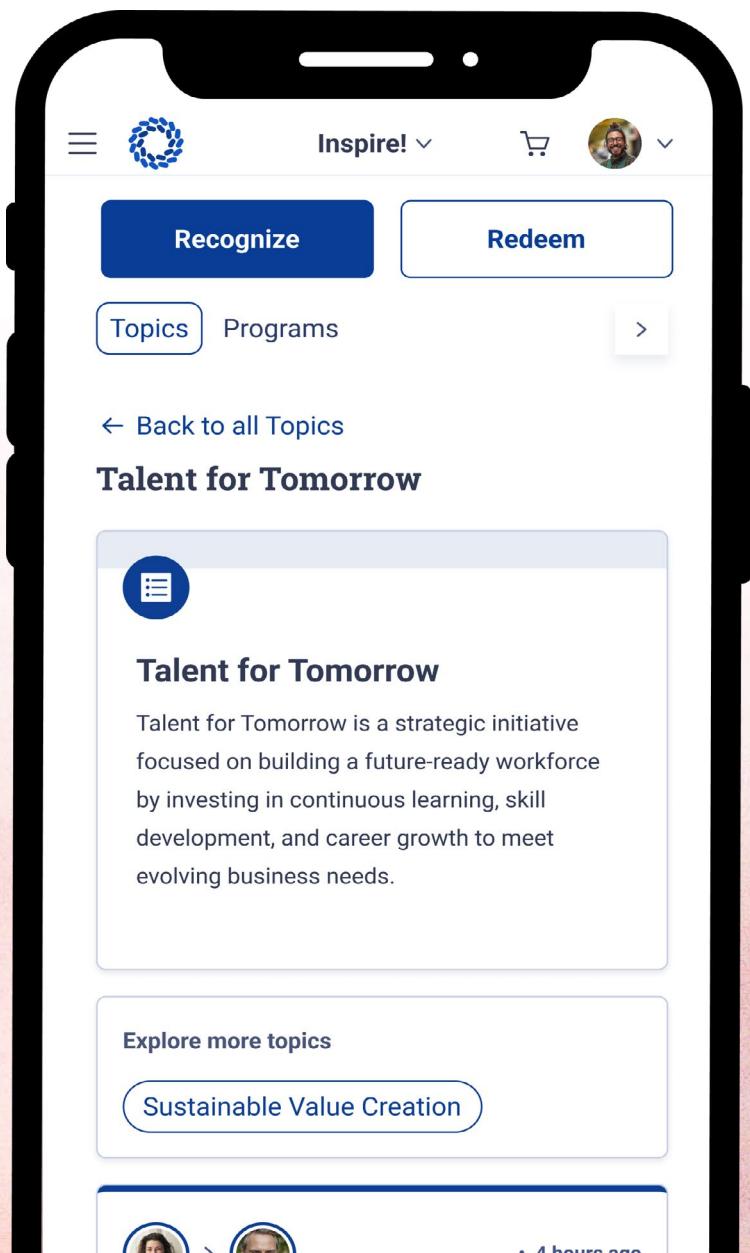
Workhuman's latest platform innovation takes the everyday language people use in recognition and connects it directly to your most important priorities — whether that's customer-first, innovation, sustainability, DEI, or resilience.

Instead of reports that show only how many awards were sent or how much budget was spent, Topics gives you a live, human map of how strategy is being lived across your company.

These reports can be pushed to the relevant leaders so they can see progress on their top priorities — and even get early warning signs if momentum starts to drop.

Instead of wondering if employees understand a goal, leaders can actually see how the workforce is embracing it and making it their own.

Your business leaders will not only love this, you'll be a hero for bringing them insights that have never been available to them before.



# Why it matters

Today, leaders often rely on:

- Spreadsheets that count transactions, not behaviors.
- Surveys that lag months behind reality.
- KPIs that measure results, but don't show the culture behind them.

Topics changes this. It makes strategy visible, measurable, and actionable — giving leaders the insight to know where change is taking root, where it's at risk, and where to focus next.

## The difference it delivers

### See culture shift in real time

Know instantly how your organizations key strategic priorities are showing up across teams, regions, and roles.

### Stay ahead of risks

Spot signs of fatigue or misalignment early, so you can act before problems grow.

### Grow your leaders

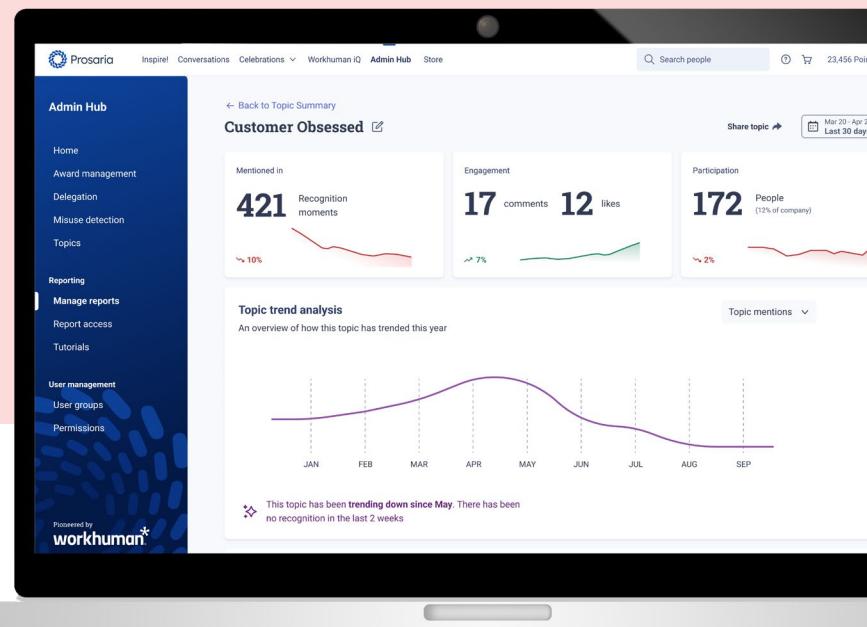
Give managers clear, real examples of mentorship and empowerment they can build on.

### Prove your strategy is working

Show your executives visible proof that culture is fueling business results.

### Motivate your employees

Let people see how their everyday contributions connect directly to your biggest goals.



# The Workhuman Way

Most recognition platforms stop at counting awards, tracking budgets, or listing top senders. That's recognition as a transaction.

With Workhuman, you can go deeper, and turn recognition into human intelligence – a real-time view of how your people are living your strategy and culture every day.

Don't settle for reports that look backward. Start leading with insight that moves your business forward.

**Make your culture your strategy – with Workhuman.**

**Ready to lead your people to greatness?**

Download [The People Data Playbook](#) to discover how forward-thinking HR leaders use best-in-class recognition and total rewards to align culture with strategy – unlocking the full potential of their workforce.

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