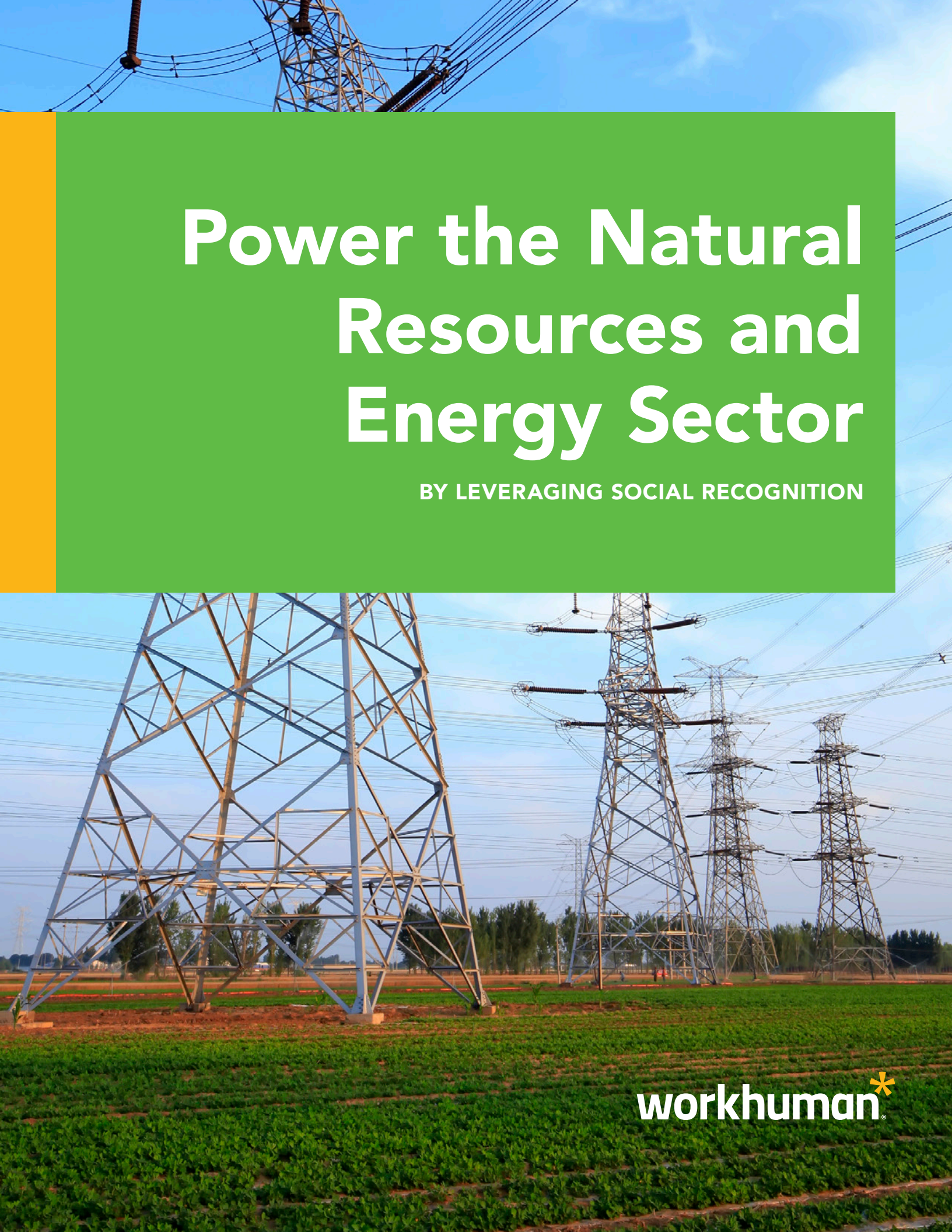




Power the Natural Resources and Energy Sector

BY LEVERAGING SOCIAL RECOGNITION



workhuman*



One solution for all the issues

The natural resources and energy marketplace is emerging from a weakened market and widespread layoffs only to face new challenges like a shortage of next-generation leadership, the pressure to retain top talent, and a rigorous focus on work safety. The employee experience and the ability to connect culture to shared purpose have become the keys to sustaining success.

One solution speaks to all these issues: Social Recognition® – a core tenet of the Workhuman® Cloud, a suite of human applications that motivate and empower employees to do the best work of their lives.

SOCIAL RECOGNITION:

Improves retention

The war on talent isn't industry specific. In a recent annual SHRM/Workhuman Employee Recognition Survey, retention and turnover were the top challenges cited by HR professionals for the third year in a row. However, of the organizations surveyed, 73% have a recognition program, and 68% said that in their opinion, they strongly agree that recognition helps with retention.

Consider the impact of the industry shift on morale. Layoffs, downsizing, and months of uncertainty likely forced many

into new careers, and those left may be hesitant to return. Implementing a social recognition program builds resilience and creates a trusted employer brand that inspires a culture of connectivity and trust.

Great organizations know that the more gratitude in a company, the better it performs. The data proves it, over and over again. Recognition fosters continuous employee engagement, harnessing connections driven by the work itself. Positivity and gratitude make them feel acknowledged for who they are and what they do.

Leverages the power of continuous feedback

The traditional model of annual reviews is being challenged. According to HR leaders, more frequent manager check-ins and peer feedback produce more accurate employee reviews and illuminate your high performers. A consistent stream of gratitude fuels unparalleled, provocative workplace data and human insights.

Social Recognition can unify a scattered workforce by establishing connections based on a shared culture focused on one set of goals and values. It also accommodates global diversity by allowing people to recognize one another across functions and geographies while ensuring that all employees feel appreciated with appropriate local rewards.



Provides insight for development and succession planning

With the gap in leadership left by the Great Crew Change, the industry is scrambling to identify top talent and potential leaders. Social Recognition offers critical insight into whom employees see as top influencers and energizers. Development done in this way inspires loyalty and encourages employees to stay, preserving institutional knowledge and grooming the next generation of company leadership.

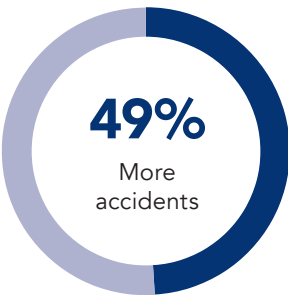
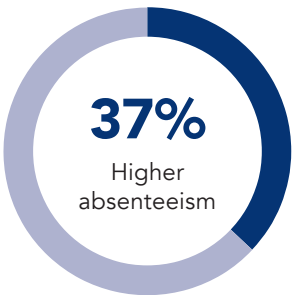
Improves communication, security, and safety

Increased regulations have placed a heavier focus on workplace health, safety, and environmental protection. And it's proven that engaged employees who feel connected to their organization and one another have fewer accidents.

A recent article on EHS Today cited studies done by the Queens School of Business and the Gallup Organization, reporting that “disengaged workers have 37% higher absenteeism, 49% more accidents, and 60% more errors and defects.”

In addition to engaging employees through their connection to each other and to company values, a social recognition program can be used to highlight safe practices, transfer knowledge, and adapt to rigorous operational processes. This builds trust, alleviates stress, and increases alignment with values and safety.

When employees are disengaged



Source: Research from the Queens School of Business and Gallup Organization

Makes work more human

Across industries, HR is embracing a new era that's all about making work a more human experience – one where people feel appreciated and aligned with company values, are connected to their managers and teams through check-ins and continuous feedback, and collectively recognize each other for the great work they do every day.

Human connection has become the most powerful force in business and recognizing that through the Workhuman Cloud is just the first step.

Let's talk.

**Learn more about the benefits
of the Workhuman Cloud for
the natural resources and
energy marketplace.**

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Or read more on our blog: workhuman.com/whblog