workhuman*

How Social Recognition Data Can Inform Your DEI Strategy

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Diversity, equity, and inclusion are among the most important priorities in today's workplace. And it's no secret authentic belonging in organizations is difficult to achieve. Using Social Recognition® data from Workhuman® customers, the Workhuman research team can use these insights to identify opportunities to inform and fuel your DEI strategy.

Insights Social Recognition can give us about DEI:

- Does one group of employees have larger or smaller networks of connections? How balanced is the composition of those networks?

- How do those connections impact outcomes the business cares about (inclusion, culture, productivity, innovation)?

- Does one group receive more recognition than another? What about the equity of award value?

Employee networks

Social Recognition data can unveil insights into internal networks of employees. Understanding the differences between groups of employees in the workplace is beneficial for both the humans working in an organization and the business itself. With this information available, organizations can uncover where their DEI efforts are most necessary. For example, if recognition data from the finance team reveals men are recognizing their male counterparts more often than their female colleagues, encourage the team to diversify their recognition network.
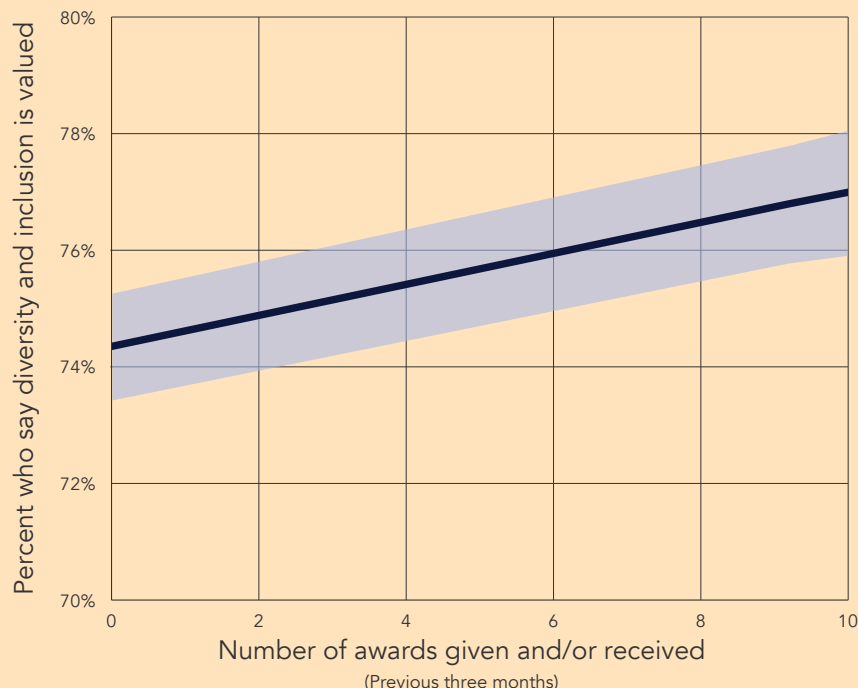
For one of Workhuman's clients in the construction and engineering industry, women's networks relative to men's tend to be:

- Significantly larger
- More gender-balanced
- More cross-functional
- More cross-departmental

Inclusion and belonging

Social Recognition allows employees to have a voice in the organization, no matter what position they hold. When employees feel empowered and respected, it creates trust and a feeling of belonging within an organization. Through the act of recognition, we can find common values and celebrate the differences that make us human, effectively bringing people together rather than pushing them apart.

For Workhuman client OhioHealth, an increase in giving and receiving of recognition is aligned with more positive feelings around one of their core values – diversity and inclusion.

Y-axis: Percent who say diversity and inclusion is valued (70% to 80%)
X-axis: Number of awards given and/or received (0 to 10)
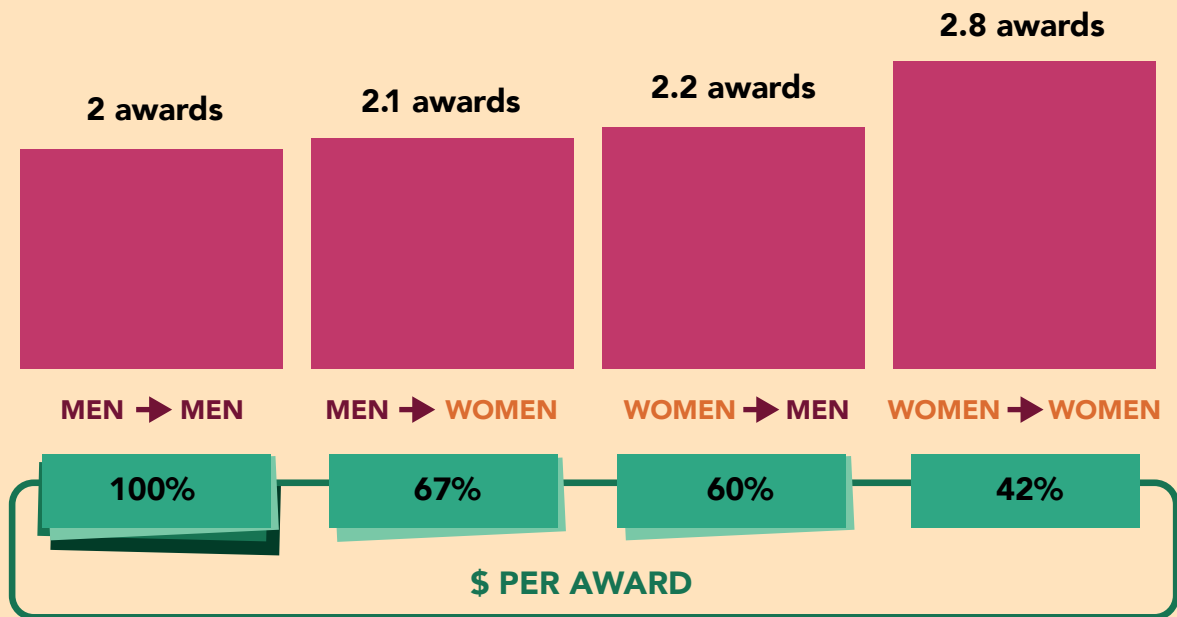(Previous three months)
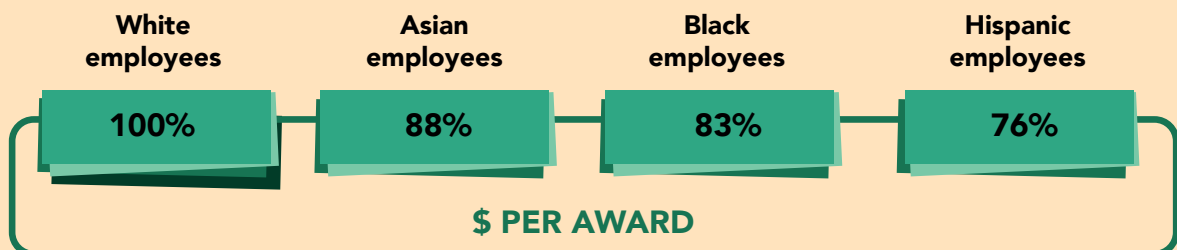
Gender and racial inequality

While gender disparities have always been prevalent in the workplace, the lasting impact of the COVID-19 pandemic further widened this divide. According to McKinsey's Women in the Workplace 2022, women leaders are leaving their companies at the highest rate in years. Some reasons these leaders are leaving their roles include microaggressions from colleagues, being under-recognized for their professional efforts, and the desire for a more flexible work culture. These factors are even more important to the next generation of women leaders. To combat this, companies need to become more attuned to their employees' unique needs and implement new systems to improve their culture. Using a recognition platform, organizations can better foster a workplace environment where everyone feels heard and appreciated.

Workhuman data shows that men give fewer awards overall but higher-value awards. And surprisingly, women give higher-value awards to men, not other women.

2 awards   **2.1 awards**   **2.2 awards**   **2.8 awards**

MEN ➔ MEN   MEN ➔ WOMEN   WOMEN ➔ MEN   WOMEN ➔ WOMEN

| 100% | 67% | 60% | 42% |

$ PER AWARD

Award amounts go down when looking across race as well.

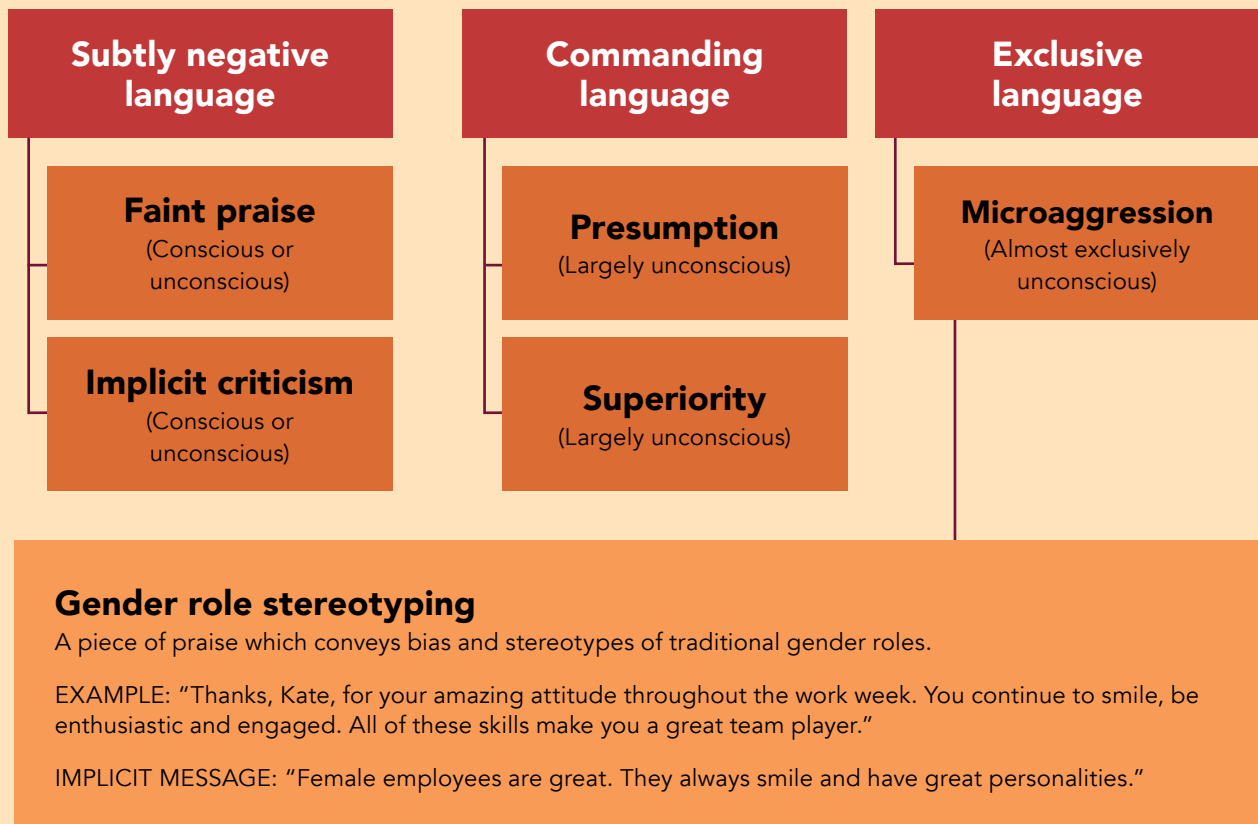| White employees | Asian employees | Black employees | Hispanic employees |
| 100% | 88% | 83% | 76% |

$ PER AWARD

Uncovering bias

Workhuman's research team has developed a taxonomy of bias from analyzing over 50 million unique moments of recognition. Using this information, businesses will be able to identify areas of bias across the organization as well as help mitigate bias the moment it occurs.

According to Deloitte, 39% of survey respondents experience bias on a monthly basis. And 83% of those employees categorized the bias as a microaggression.

Taxonomy of bias in recognition

Subtly negative language

Faint praise
(Conscious or unconscious)

Implicit criticism
(Conscious or unconscious)

Commanding language

Presumption
(Largely unconscious)

Superiority
(Largely unconscious)

Exclusive language

Microaggression
(Almost exclusively unconscious)

Gender role stereotyping
A piece of praise which conveys bias and stereotypes of traditional gender roles.

EXAMPLE: "Thanks, Kate, for your amazing attitude throughout the work week. You continue to smile, be enthusiastic and engaged. All of these skills make you a great team player."

IMPLICIT MESSAGE: "Female employees are great. They always smile and have great personalities."

Language matters

Workhuman data shows that recognition from men tends to be task-oriented, and recognition from women tends to be relationship-oriented. While this isn't inherently negative, these differences can create tension in the workplace if left unmitigated. Through recognition language analysis, Social Recognition data also can help unveil other inherent biases that may be prevalent in your workplace.

Mapping recognition key words: how men and women differ

MEN

WOMEN

Turn the data into action

Social Recognition data helps companies become aware of unconscious bias. But Social Recognition can also help fix the problems it identifies using coaching and other tools Workhuman has built into the platform. Creating an environment that embraces diversity is more important than ever. Using Social Recognition, we have a unique opportunity to build a better, more equal workplace for everyone.

See the power of Social Recognition come to life:

- After one year in a recognition program, turnover for female employees drops 17%.

- After one year in a recognition program, turnover for Asian, Black, and Hispanic employees drops 20%.

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