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7 Ways Social Recognition Improves Your Business





Employee recognition is the act of publicly acknowledging your people for who they are and what they do. It's about putting the power of gratitude to work.

A human workplace enables business leaders to make progress on issues like retention, culture, and employee wellbeing by connecting people and culture to shared purpose. Here are seven simple ways employee recognition can drive success at your company.

1. Reinforce company values and culture.

Strategic employee recognition is designed with award reasons that map back to each core value. It then integrates those ideals into employees' everyday thoughts and actions, making them practicable. This connects culture to a shared purpose.

Values-based recognition programs are **more than 2x as likely to be focused on reinforcing business goals.**

Source: "[Designing Work Cultures for the Human Era](#)," SHRM and Workhuman employee recognition report, 2018

2. Unlock true performance management data unique to your business.

Employee recognition impacts every facet of the talent life cycle, from recruiting to onboarding, to development and succession planning. Solutions from Workhuman® help you visualize the connections among employees. This impartial performance data supplements your existing talent metrics in a wholly unique way.

The **retention rate for new hires** who receive 4+ awards is **96%**.

Source: "[Linking social recognition to retention](#)," LinkedIn and Workhuman case study

3. Reduce voluntary turnover.

Unwanted turnover is a costly liability for all businesses. With our Social Recognition[®] program, you gain insight into communication breakdowns in teams, recognition inequity, and which high-performing employees might be a turnover risk.

Employees who do not receive recognition are **2x as likely to intend to leave the company.**

Source: "Employee Recognition: Low Cost, High Impact," Gallup, 2016

4. Benefit the bottom line.

With its strong impact on engagement, employee recognition drives business outcomes in a direct and compelling way. Employee engagement leads directly to improvements to the top and bottom lines, such as increased productivity, customer loyalty, sales, and profits. The more gratitude in a company, the better it performs.

57% of HR pros in companies with peer-to-peer recognition reported **higher levels of engagement.**

Source: "Employers Embrace Peer-to-Peer Recognition," SHRM, 2014

5. Build a magnetic employer brand.

With U.S. businesses spending more than \$3,000 per hire on talent acquisition, companies can't afford to ignore their employer brand. Tie your employer brand to a values-based recognition program that reflects your company's unique culture and attracts the right candidates.

69% of job seekers **would not take a job with a company with a bad reputation.**

Source: "Employment Cost of a Bad Reputation Survey," Corporate Responsibility Magazine, 2012

6. Boost employee happiness.

Gratitude and appreciation at work aren't just nice-to-haves. They're crucial to a healthy and productive corporate culture! Happiness positively impacts nearly every business outcome we can measure and provides health and quality-of-life improvements.

73% of employees said that being recognized makes them happier at work, and 35% said it also makes them happier at home.

Source: "The ROI of Social Recognition," Workhuman, 2022

7. Drive employee performance.

Employee recognition establishes a powerful feedback loop of positivity by reinforcing behaviors that lead to success in your organization. It also makes employees feel appreciated, adds meaning to their work, and motivates them to reach their highest potential.

81% of employees said they will **work harder when their boss shows appreciation.**

Source: "Employers To Retain Half Of Their Employees Longer If Bosses Showed More Appreciation,"
Glassdoor, 2013

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