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The State of Recognition in Western Europe

FINDINGS FROM A GALLUP-WORKHUMAN STUDY





Globally, organisations are facing a monumental moment of transition in the world of work, one that is bound to have a lasting impact. Not only is the nature and context of work changing, but employees' needs are shifting too.

Only one in four employees strongly agrees they feel connected to their company culture, and only about one in three strongly agrees they belong at their organisation.

To build the right workforce for the future and leverage its capabilities, leaders must take a human-centred approach to building their employee experience and employer brand. It starts by demonstrating to employees they are valued by recognising their contributions.

Workhuman® and Gallup partnered to study thousands of employees across the United States and Western Europe (U.K., Ireland, France and Germany) to understand what recognition means to them, whether they feel they are receiving it authentically, equitably and frequently enough and what effect good recognition has on their attitudes toward work and life.

In this report, you'll learn:

- How recognition can drive annual cost savings of more than \$16 million (£12.8M) through retention and engagement
- Why recognition is key to employee growth and development
- The five essential pillars of recognition to drive a culture of connection and belonging

Key findings

Many organisations are missing out on the benefits of recognition by not investing in or prioritising it.

- Eighty-one percent of leaders say recognition is not a major strategic priority for their organisation.
- Seventy-three percent of senior leaders say their organisation does not offer managers or leaders best practices training for employee recognition.
- Nearly two in three leaders say their organisation does not have a budget allocated to recognition.



When recognition hits the mark, employees are:

- 73% less likely to “always” or “very often” feel burned out
- 56% less likely to be looking for job opportunities
- 44% more likely to be “thriving” in their life overall
- 5x as likely to feel connected to their work culture
- 4x as likely to be engaged
- 5x as likely to see a path to grow at their organisation
- 4x as likely to recommend their organisation to friends and family as a great place to work

There is not enough recognition going around, despite managers and leaders reporting they frequently give it.

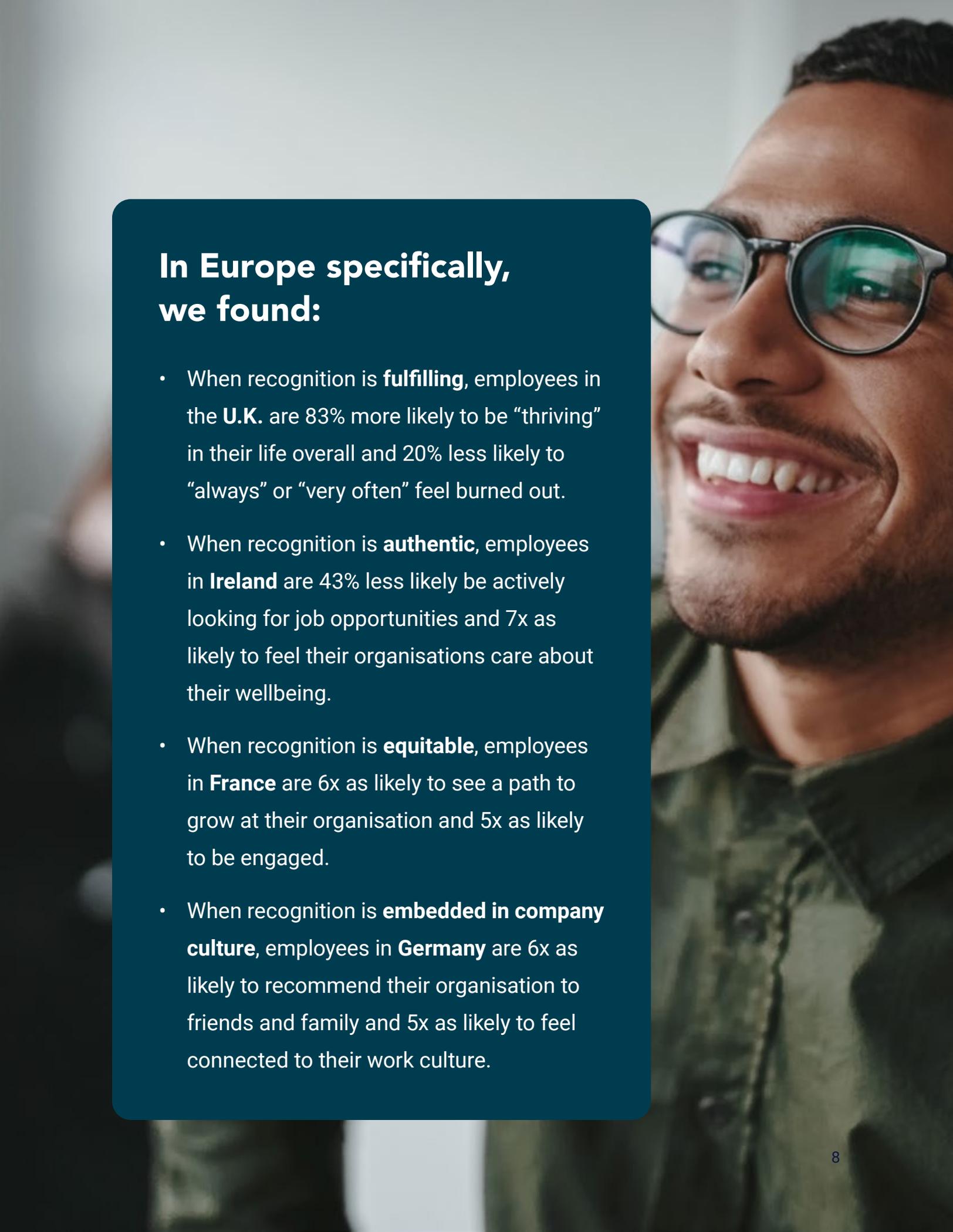
- Sixty-seven percent of leaders and 61% of managers say they give recognition a few times a week or more, versus 42% of individual contributors.
- Comparatively, 40% of employees report receiving recognition only a few times a year or less from a manager, supervisor or other leader at their organisation.
- Only 23% of employees strongly agree their organisation has a system in place to recognise work milestones; 15% strongly agree they have a system for recognising personal events in employees' lives.





Recognition has the most impact when it is:

- **Fulfilling employees' expectations and needs** – but only 23% strongly agree they get the right amount of recognition for the work they do
- **Authentic** – but only one-third strongly agree the recognition they get meets this bar
- **Equitable** – but only one-quarter strongly agree recognition is given equitably at their organisation
- **Embedded in the culture** – but only 19% strongly agree recognition is an important part of the culture at their workplace
- **Personalised** – but only 10% report being asked about their preferences for receiving recognition



In Europe specifically, we found:

- When recognition is **fulfilling**, employees in the **U.K.** are 83% more likely to be “thriving” in their life overall and 20% less likely to “always” or “very often” feel burned out.
- When recognition is **authentic**, employees in **Ireland** are 43% less likely to be actively looking for job opportunities and 7x as likely to feel their organisations care about their wellbeing.
- When recognition is **equitable**, employees in **France** are 6x as likely to see a path to grow at their organisation and 5x as likely to be engaged.
- When recognition is **embedded in company culture**, employees in **Germany** are 6x as likely to recommend their organisation to friends and family and 5x as likely to feel connected to their work culture.

Additional findings from Europe

- Employees in the U.K. are most likely to say their organisation has a recognition programme in place (48% of organisations, compared to 32% in Ireland and Germany and 36% in France) and most likely to have a digital recognition programme (39% of organisations, compared to 24% in Ireland and Germany and 25% in France).
- Employees in Germany give recognition (83%) and receive recognition from a peer (72%) more than the UK (81%, 69%), Ireland (80%, 60%), and France (67%, 59%). Similarly, employees in Norway want recognition at least a few times a month from peers (83%), whereas employees in France want it the least (62%).
- The U.K. is most likely to have points-based recognition (27% of employees, compared to 24% in Ireland and France and 16% in Germany), whereas employees in France receive more monetary-based recognition (59%, compared to 51% in the U.K., 33% in Ireland and 53% in Germany).

To see further findings,
download the full
report, Unleashing the
Human Element at Work:
Transforming Workplaces
Through Recognition.



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