

# LINKING EMPLOYEE RECOGNITION TO MEASURABLE BUSINESS RESULTS

John O'Brien, Vice President  
Employee Performance Group, BI WORLDWIDE

Employee recognition and engagement strategies are critical organizational tools that generate and reinforce positive behaviours, leading to measurable accomplishments and financial results. It is important to leverage your recognition strategy in a way that reinforces behaviours important to your work culture, plus infuses results-based recognition that drives company performance. Creating a recognition ecosystem that supports your mission, vision and values, as well as aligns your employees to key business imperatives, is a strategic plan that will produce positive results.



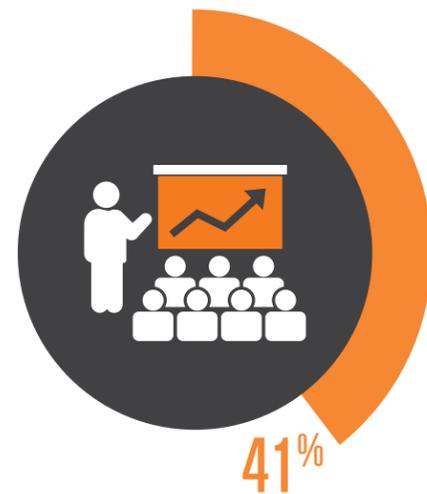
Companies that manage and recognize their people outperform companies that don't by **30-40%**.



Employees who **strongly agree** *"I have received incredible recognition in my current job"* are more than twice as likely to feel an obligation to work as hard as they can for their employers.



Employees who **strongly agree** *"I am confident that if I do good work, it will be recognized"* are more than twice as likely to go to great lengths for customers.



**41%** of companies that use peer-to-peer recognition **have seen marked positive increases in customer satisfaction.**

Individuals who receive regular recognition and praise:



Increase their individual productivity



Increase engagement among their colleagues



Are more likely to stay with the organization



Receive higher loyalty and satisfaction scores from customers



Have better safety records and fewer accidents on the job

Sources: BI WORLDWIDE, Aon, Gallup, Crain's



# LINKING EMPLOYEE RECOGNITION TO MEASURABLE BUSINESS RESULTS

John O'Brien, Vice President  
Employee Performance Group, BI WORLDWIDE



Companies with strategic recognition reported a mean **employee turnover rate that is 23.4% lower than turnover at companies without any recognition program.**

**SHRM**  
Employee Recognition Survey



Organizations with recognition programs that enable employee engagement had **31% lower voluntary turnover than organizations with ineffective recognition programs.**

**Bersin by Deloitte**  
The State of Employee Recognition



The number-one reason most North Americans leave their jobs is that they don't feel appreciated. In fact, **65% of people surveyed said they received no recognition for good work last year.**

**Gallup**  
Positive Strategies for Work and Life



**60% of best-in-class organizations stated that employee recognition is extremely valuable in driving individual performance.**

**Aberdeen Group**  
The Power of Employee Recognition



30% of people improve their performance after being criticized while an astounding **90% of us improve our performance after being praised.**

**Stanford**  
Business School study



Organizations with the most sophisticated recognition practices are **12 times more likely to have strong business outcomes.**

**Bersin by Deloitte**  
The State of Employee Recognition



**Peer-to-peer recognition is 35.7% more likely to have a positive impact on financial results than manager-only recognition.**

**SHRM**  
Employee Recognition Survey

There is a powerful link between recognition and engagement. Simply by recognizing and acknowledging employees for their work, companies can generate a strong emotional commitment to their organization. Recognition can make employees feel valued and, as a result, contribute to great employee experiences.

