

HOW TO:

# Build a case for an employee recognition strategy

You know that recognition is the #1 driver of employee engagement. But before digging in to define your recognition strategy, consider how to position your plan to the c-suite — it'll go a long way to secure buy-in.



When senior leaders are actively involved in employee recognition, companies are **9x** more likely to have strong business results<sup>1</sup>

<sup>1</sup> Lin, Connie. *Some Big Tech Companies May Be Tapping the Brakes on the Work-from-Home-Forever Trend*. Fast Company.



## Gain c-suite buy-in with talking points that hit home:



### Unpack unengaged employee turnover

After a year of operating in crisis mode, 52% of employees have one foot out the door — now's the time to level-up your engagement efforts.



### Communicate the benefits of a cross-functional company

Today's workplace has shifted from hierarchies to teams where work is more flexible and everyone recognizes each other's success.



### Brace them for a post-pandemic hiring boom

The turnover tsunami is a source of anxiety for employers — employees have been calling for workplace changes and a reckoning is imminent.



### Behaviors impact business outcomes

Recognition is required for employee engagement and alignment to key business objectives — and the everyday behaviors that help achieve them.



### Your customers are in control

New retailers, brands, and ways of shopping that emerged during the pandemic mean that customer loyalty isn't what it used to be — a focus on your employee experience is paramount to driving a winning customer experience.

## ROI fast facts for your c-suite

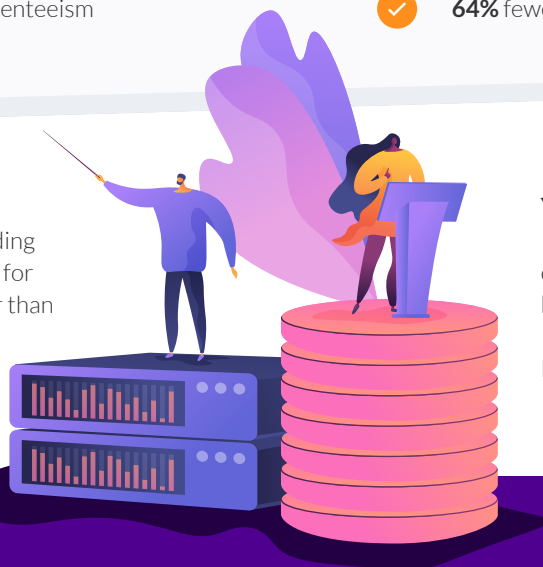
Companies who have high employee engagement also have:<sup>2</sup>

<sup>2</sup>Gallup, Inc. *Gallup 2020 Q12 Meta-Analysis*. Gallup.com

- ✓ 10% higher customer engagement
- ✓ 23% greater profitability
- ✓ 18% more sales productivity
- ✓ 81% less absenteeism
- ✓ 18% less attrition at high-turnover organizations and 43% less attrition at low-turnover organizations
- ✓ 66% greater well-being of employees
- ✓ 64% fewer safety incidents

## THE BOTTOM LINE

Companies that focus on providing the best working environments for their employees perform better than the general market.



## YOUR NEXT STEP

Paint the complete picture of employee engagement and its impact on your business using *The Case for Employee Recognition: Build Your Case for an Employee Recognition Strategy*.