

# EMPLOYEE RECOGNITION

## How Data Proves the Case



*When it comes to employee recognition, it seems intuitive that highlighting contributions and developing a culture of appreciation would benefit both employees and the business. But data-driven HR leaders require more than just a sense that this is correct.*

Coborn's employees who receive at least 3 or more recognitions a month are 6 times less likely to leave compared to employees who are not recognized.

### The data around meaningful recognition

Today, a wealth of research backs the benefits of organizations integrating meaningful recognition into their total rewards programs. Achievers Workforce Institute (AWI) studies have shown year-over-year that organizations with strong cultures of appreciation outperform those without those cultures in retention, engagement, and well-being. And recent research further confirms those findings: meaningful recognition is the most powerful lever available to impact job commitment, engagement, belonging, and productivity positively.

The most recent research from AWI has shown that two-thirds of global employees surveyed said they would prefer more meaningful recognition over more frequent recognition. With meaningful recognition, employees feel seen and included. When this happens, they are more likely to remain with the organization. The research also shows how powerful meaningful recognition is. In the study, 52% of employees said being recognized would reduce the negative impact of a salary freeze, and 65% said feeling recognized would reduce their desire to look for a job.

Research into employee recognition shows that it's not just a general "thank you" or "good job," but meaningful recognition makes an impact. Employees describe "meaningful recognition" as being specific to a behavior, an individual, or the effect that behavior or individual had.

For meaningful recognition to be even more potent, it needs to be delivered regularly. AWI research found that employees who were recognized weekly were twice as likely to have a strong job commitment and five times more likely to think about job hunting than those who were not recognized.



### Opportunity for improvement

Just as the data shows the tremendous impact meaningful recognition can have, it also shows how often this aspect is overlooked. Although 90% of HR leaders say they provide recognition training to their staff at least once, less than half of employees say they've received training at all.

Even more concerning is that while most organizations train on the importance of recognition, just one-third provide training on how to give meaningful recognition.

As leaders look to create a culture of meaningful recognition throughout the organization, they must make a systematic way to do it at scale, measuring success along the way. AWI research supports using an optimized recognition platform to drive those results that support business objectives.

Building from the wealth of data and research available, businesses can develop a recognition program that motivates employees and benefits the bottom line.

To learn more about how meaningful recognition can drive your business objectives and the data highlighting this connection, download AWI's complete report

**The Great Recognition: Empowering change in the new world of work.**

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