

## *Part 1*

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What is the **impact** of  
**recognition?**



# Work has changed.



Employees expect autonomy, growth, and purpose



Skilled work is in high demand



Your employees are comparing workplaces online

Employees no longer want just a paycheck. They want autonomy, growth, and purpose.

The good news is that **employees want to be excited and passionate about work**. Employees with high expectations and energy are great a opportunity for you in the right environment, but if employees aren't engaged at work, **it's easier than ever for them to find an environment that does support them**. Skilled work is in high demand, and sites like Glassdoor and LinkedIn make comparing workplaces easier than ever.

We're not the only one saying this -- In 2015, 87% of organizations cited culture & engagement as one of their top challenges. You probably already know this too. That's why you're here.

Companies in the **top quartile of employee engagement** levels compared to the bottom quartile:



Bersin & Associates by Deloitte, The State of Employee Recognition in 2012

**Companies who are not adapting** to this change are struggling with the ability to engage, attract, and retain talent. **Other companies see this change as an opportunity.** They are embracing an empowered workforce and far outperforming their peers.

This creates the performance gap you're seeing here: **a 22% difference in profits.**

A 22% performance gap might sound extreme, but when you dig into the impacts of employee engagement, that number isn't so shocking. Employee engagement impacts your entire organization.

Employee engagement has been shown to impact:

- Customer ratings
- Productivity
- Turnover
- Safety Incidents
- Shrinkage (Theft)
- Quality (Defects)
- Absenteeism

*Empowerment, positive feedback, & shared purpose*

A **recognition-rich culture** is the **#1 driver** of employee engagement and low turnover.



Recognition can be the adaptation you need, reducing turnover by 30%, but all recognition won't have that kind of impact.

To have an impact, you need to build a **culture of recognition**. That means empowerment, positive feedback, & shared purpose.

What type of recognition will build a recognition rich culture? What actually works? There are 5 characteristics of high impact recognition.

# Employee recognition that works.



*Frequent*



*Specific*



*Visible*



*Aligned with  
Values*



*Inclusive*

*5 best practices from Bersin & Associates by Deloitte*



**Frequency:** Your employees make valuable contributions all the time, and they should be recognized immediately and frequently for those contributions.  
*71 percent of highly engaged employees work in organizations that recognize employees at least once per month.*

**Specificity:** It's crucial for an employee to know which of their contributions are most valuable to their organization and why. This allows both them and their colleagues to replicate the behaviors that are valued.

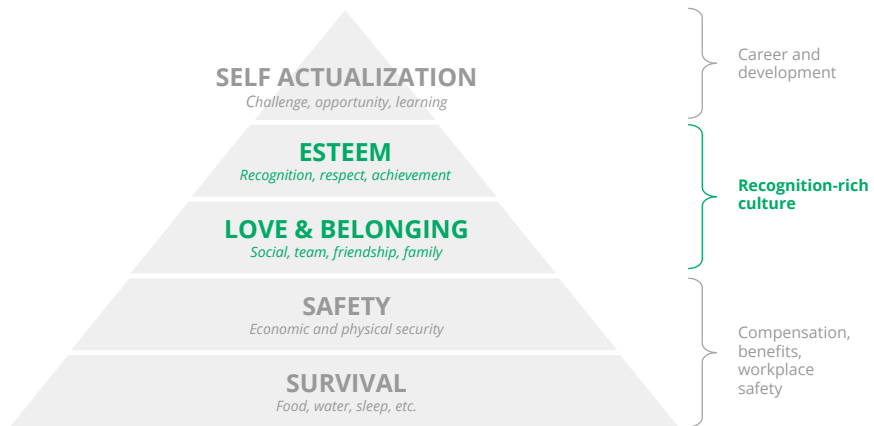
**Visibility:** Visible praise is not only a great motivator for the recipient; it's an excellent opportunity for others to see the types of contributions their team values, and produce similar results. Plus, with Bonusly, the visibility allows team members to chime in.  
*Both receiving and witness recognition boosts employee performance.*

**Alignment:** This shows employees where their contributions fit within an organization's goals and culture, and it ensure you're rewarding behaviors that align with your company values.

**Inclusive:** Everyone who makes contributions should be recognized. Without peers recognizing each other, lots of great work will go unnoticed or be recognized much later.

Read more about these 5 characteristics from Josh Bersin in [this article from](#)

[Forbes.](#)



"...two of the most valuable psychological needs we have as human beings are the need to be appreciated and the need to belong.  
**These needs are met through peer-to-peer thanks and recognition.**"

*Josh Bersin  
Founder and Principal, Bersin & Associates by Deloitte*



These 5 best practices can reduce voluntary turnover by 30%, and it's worth taking a moment to understand why. As part of the elaborate on research on the 5 characteristics of impactful recognition, Bersin and Associates looked at why and how recognition impacts employees.

They showed that by meeting human needs, **recognition has a physiological impact**, resulting in **better performance**.

It turns out that **oxytocin**, the well-known "love hormone" plays an important role in the workplace. **People who work under the influence of Oxytocin perform better and are more trustworthy at work.** Our bodies create Oxytocin when we feel loved or appreciated (even shaking someone's hand or giving them a hug creates this hormone). **When your company embraces a modern recognition program and people start thanking each other, trust and engagement go up -- improving employee morale, work quality, and customer service.**

## *Part 2*

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How can **recognition**  
work for **you?**





## Recognition *that improves engagement.*

**32%**

said they were **more**  
satisfied with their  
job

**45%**

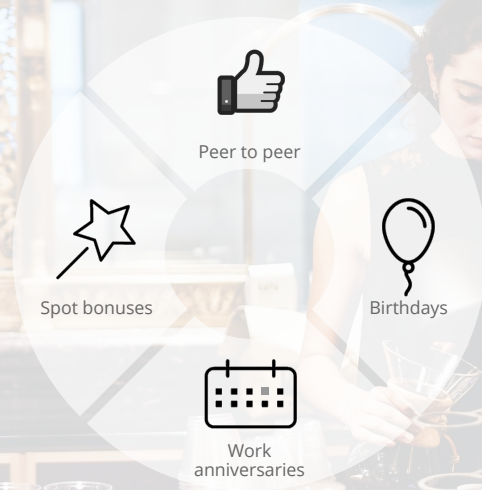
said they were more  
likely to **keep**  
working with their  
company

**78%**

said they were more  
likely to **praise their**  
colleagues



**Recognition** *for every occasion.*



# Recognition *where your employees work.*



## Access on any device

Android and Apple mobile apps and a web-based platform you can access from anywhere



## In-office display

Display recent Bonusly activity in your office to keep recognition front of mind



## Social integrations



slack



yammer



Office 365



HipChat

**Recognition** *with effortless rewards.*



### Global Bonusly catalog

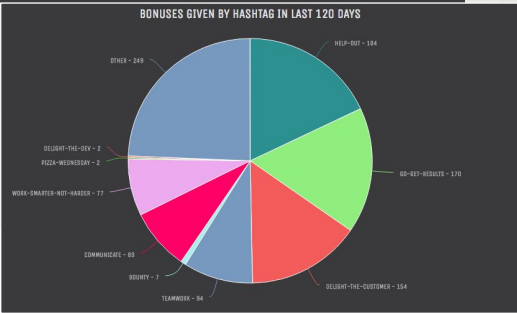
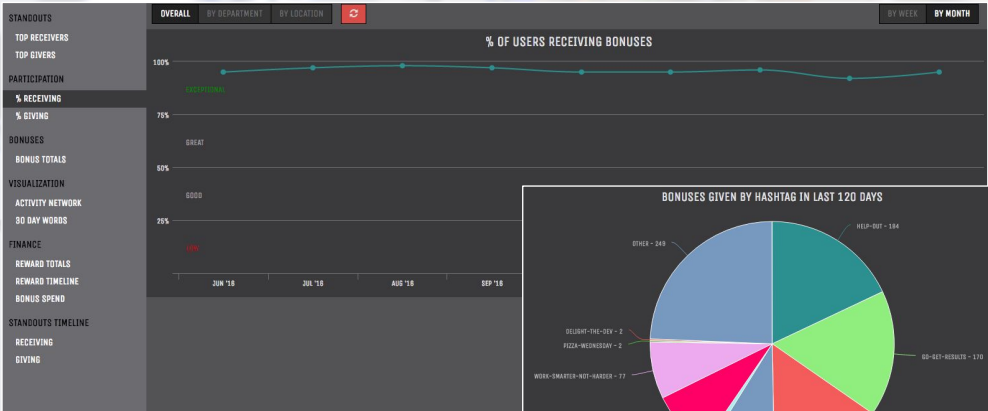
- Gifts cards and donations
- Instant redemption
- No administration



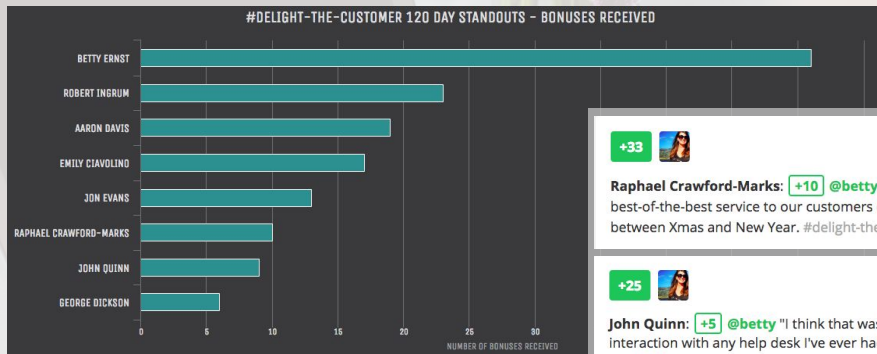
### Custom rewards

- Promote your company culture
- Design your own creative rewards
- Fulfill rewards in-house

# Recognition *with detailed analytics.*



# Recognition *that highlights your core values.*



+33



Raphael Crawford-Marks: +10 @betty for continuing to provide best-of-the-best service to our customers during the (quite busy) week between Xmas and New Year. #delight-the-customer

+25



John Quinn: +5 @betty "I think that was the fastest & most helpful interaction with any help desk I've ever had." #delight-the-customer

+24



Raphael Crawford-Marks: +3 @betty for always going above and beyond for our customers #delight-the-customer #communicate

## Recognition *that practically runs itself.*

- ✓ Simple admin dashboard
- ✓ Dedicated Customer Success team
- ✓ Seamless integrations

workday.

bamboohr™



ZENEFITS



okta


onelogin



Small  
Improvements

Namely





"Bonusly has helped build a ***culture of recognition*** tied to our company values."

**Tom Freeman**  
Culture Manager, Headspace



Bonusly's approach to recognition has worked in companies around the world, companies of all sizes, and companies in a variety of industries, because the the science of recognition doesn't change.

Whether you're a tech start up, a bank, or a small business, your employees are people with the need for empowerment, positive feedback, & shared purpose.



**1000+ companies** worldwide use Bonusly for  
**recognition that works**



CHOBANI

ORACLE®

hulu



We'd love to help you engage your employees and see the results our  
1000+ customers around the world are already experiencing.

**Recognition** *that works.*

## Start a free trial today!

No payment needed to start a 30 day trial.

Get full access to the platform, our legendary Customer Success team, and an interactive getting started guide.



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