

# Make more moments matter for employees in 2024.



## Cheers to another year of recognition!

The new year is upon us and synonymous with the season is the concept of resolutions (the decision to do something or behave in a certain manner). From a personal front, we all know these are sometimes kept, but often broken. On the other hand, successful companies set New Year's resolutions (disguised as objectives) around organizational engagement, retention, and employee loyalty. And they are taken very seriously. They know it's impossible to drive these outcomes without the right strategy. So, what can you do now to jump-start recognition and make more moments matter?

*“Frontline employees are the most unhappy, poorly supported, and least trusting. They’re not getting their basic needs met from their organizations. These are often challenging, on-your-feet-all-day jobs. And yet, **we’re seeing the biggest gaps here in recognition, low satisfaction with financial rewards, and a lack of growth and development opportunities offered by the organization.***

***Frontline workers simply do not feel appreciated.”***

## Establish your organization’s annual goals for engagement, retention, and performance.

If you’re looking to improve your organizational goals for employees, it’s wise to map your strategic path and think about the right way to invest in your people outside of compensation and benefits. When it comes to recognition, there’s a big difference between just “checking a box” with basic technology, versus actually moving the needle on engagement, retention, and performance. Determining the right design ensures you have the most relevant solution to meet your goals.



## Measure the moments that matter.

We believe in elevating cultures with strategic recognition, brand management, and incentives. With that audacious objective, it’s important to set expectations around the outcomes. Decreasing turnover, increasing engagement, improving performance...all can be achieved by using the right foundational recognition strategy. Maximizing the recognition experience can deliver results and a positive ROI on the KPIs that matter most.



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# 2024 - It's a new year and a new chance to cultivate recognition and appreciation!



## Keep the special moments alive all year long.

Keep the momentum and energy alive all throughout the year by identifying key, special events of relevance. Special events relevant to YOUR company offer additional reasons to inject positivity, boost productivity, and increase trust. Among other outcomes, special events create a sense of belonging for your teams, which Gartner believes can result in greater on-the-job effort and high employee performance.<sup>2</sup> Once you've identified the special key events, it's easy to execute campaigns around initiatives like safety, health and wellness, sales, referrals, productivity, and patient/customer satisfaction.

## The future is bright!

Recognizing special events is a surefire way to make more moments matter for teams. Integrating these into a larger recognition strategy can take your employee experience from good to great. It's amazing what can be achieved when you recognize people often, communicate their value to your organization, while reinforcing and rewarding their performance. As Socrates said, "The secret of change is to focus all of your energy, not on fighting the old, but on building the new."

Employees that stay receive

**40% MORE** discretionary recognitions than those that separate.

Employees that receive no recognitions are

**2.7x** more likely to leave than employees that receive at least 8 recognitions in a 12-month period.

Incentive Services Data Science, 2023.



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<sup>1</sup> <https://www.qualtrics.com/ebooks-guides/2024-ex-trends-report/>

<sup>2</sup> <https://www.gartner.com/smarterwithgartner/build-a-sense-of-belonging-in-the-workplace>

## Here are examples of some special events to recognize.

### Employee Appreciation Day

Friday, March 1, 2024

### Hospital Week

May 12 - 18, 2024

### National Truck Driver Appreciation Week

September 15 - 21, 2024

### Season of Thanks Holiday/End of Year

November - December, 2024

### Anytime Recognition

Goal Achievements, Organizational Milestones, Special Projects, Random Acts of Gratitude, etc.