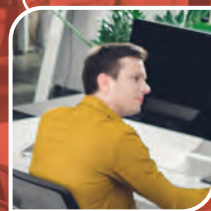
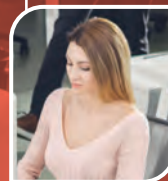


Five ways

SOCIAL RECOGNITION

shapes a culture
that's uniquely yours.



In our previous issue, we explored the “why” behind social recognition and how it’s reshaping the employee experience. For this issue, we’re focusing on the “how”—specifically, how social recognition comes to life each day to connect actions to values, stories to people, and people to purpose, reinforcing your culture in meaningful, personal ways.

Recognition Builds Social Capital—And That’s a Big Deal

At its core, social recognition is about more than appreciation—it’s about connection. And those connections are what build **social capital**.

Social capital is the value we gain through relationships, trust, and shared norms. It’s the “glue” that holds teams together—enabling people to collaborate, communicate, and thrive. In the workplace, social capital appears when employees support one another, share ideas across departments, and build trust across all levels of leadership. In short, social capital isn’t just good for people—it’s good for performance. And recognition is one of the simplest, most effective ways to build it.

How can you bring your social recognition strategy to life?

1. Reinforce core values in daily actions.

When recognition reflects your values, it turns abstract ideas into tangible behaviors. Saying “*Thank you for showing compassion to a customer today*” brings your culture to life.

Try this: Feature a “Living Our Values” moment each week where employees can nominate a teammate who brought a value to life.

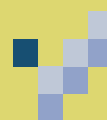
2. Create a culture of appreciation and belonging.

A simple thank you goes a long way—but a visible thank you helps build culture. Peer-to-peer shoutouts, kudos boards, and public praise make people feel seen and valued.

Try this: Start team meetings with 60 seconds of recognition from one employee to another.



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3. Amplify employee voices and stories.

Recognition is a powerful storytelling tool. When we explain why someone's actions mattered—not just what they did—we give work deeper meaning and inspire others to do the same.

Try this: Spotlight one recognition story each month in your internal communication channel.

4. Foster collaboration across teams.

When recognition crosses teams or departments, it builds relationships that foster effective collaboration. It's not just about what gets done—it's about how we succeed together.

Try this: After a cross-functional project, invite each team to publicly recognize a partner who helped them succeed.

5. Personalize and humanize the work experience.

We all like to be appreciated differently. Some love the spotlight; others prefer a quiet thank-you note. Personalizing recognition shows that you care about the person *behind* the performance.

Try this: Ask employees how they prefer to be recognized—and add it to your manager toolkit.

Keep the momentum going.

Social recognition isn't just a moment or a feel-good strategy - it's a movement. It's a powerful driver of culture, connection, and performance. When used intentionally, it reinforces what matters most in your organization and builds a stronger sense of purpose and belonging.



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