

Discussion Guide for Executive Support

A thriving culture drives business results and nothing elevates corporate culture like employee recognition.

MAKE IT RELEVANT

Be prepared to discuss your organization's specific culture-improvement opportunities. When you tie your real-world employee attrition costs, low productivity issues (burnout, absenteeism, etc.), growth goals, and other culture issues to the data, you can make a powerful case for recognition.

POINTS TO MAKE

Here are four reasons why investing in recognition will save or even make an organization money.

1	KEEPING GOOD PEOPLE	79% of people who quit cite "lack of appreciation" as their reason for leaving	Employees are 5x more likely to stay when regularly acknowledged for good work	An effective years-of-service award program alone increases employee tenure by 2 full years
2	INCREASING OUTPUT	Organizations that recognize well are 53% more likely to have highly engaged employees	People who are recognized generate 2x as many good ideas per month	
3	IMPROVING BUSINESS RESULTS	Organizations that practice recognition effectively are 12x more likely to have strong business results like increases in shareholder return		
4	RECOGNITION + CULTURE = SUCCESS	Recognition improves all six elements of a great culture as seen through the eyes of employees, thereby making a company: 4x more likely to have highly engaged employees 7x more likely to see innovation and great work 74% more likely to have increased in revenue over the past year		

How was this info received?

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What did I learn that will shape our recognition strategy?

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Who else should I share this with?

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What are the next steps?

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