



The Art & Science of Recognition in the New Work Environment

Hosted by Terryberry

Speakers



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Chat In

Have a question?
Chat in and receive feedback immediately

WOW Us And Win!

If we address your question during today's live broadcast, you'll receive a complimentary copy of "*The WOW! Workplace*" by Mike Byam and a Terryberry wireless charging pad!

Get involved and
be recognized!

Q&A will take place at the end of the webcast, but you can submit questions any time.



What are you seeing as the biggest obstacle for your current recognition program?

- ☐ Program structure too difficult to access
- ☐ Gaining leadership buy-in
- ☐ Overcoming technology hurdles
- ☐ Increasing recognition program participation



The New Work Environment

- Remote and hybrid work are everywhere
- Burnout and turnover are on the rise
- Engagement is declining for the first time in years
- Gen Z entering the workforce



The Science Behind Employee Recognition

3 Key Areas:

1

The Chemistry of Recognition

2

Recognition and Stress

3

Maslow's Hierarchy of Needs



Science of Recognition

The Chemistry of Recognition

- Dopamine was a key factor in helping early humans survive
- When hard work is acknowledged, it provides the same dopamine surge as those early humans experienced
- Receiving a compliment, like genuine recognition, is just as thrilling to the brain as receiving cash (and more cost effective too!)

Science of Recognition

The Chemistry of Recognition

- Amygdala is most likely to activate in times of stress, sparking feelings of anxiety, anger, and/or aggression
- When we receive praise, the brain releases oxytocin – also known as the “feel good” hormone



Science of Recognition

Maslow's Hierarchy of Needs

- Every person has levels of needs that need to be fulfilled in order to live a happy, thriving life
- These levels include:
 - Safety
 - Social
 - Esteem

Maslow's Hierarchy of Needs



Self-actualization

Desire to become the most that one can be



Esteem

Respect, self-esteem, status, recognition, strength, freedom



Love & Belonging

Friendship, intimacy, family, sense of connection



Safety Needs

Personal security, employment, resources, health, property



Physiological Needs

Air, food, shelter, sleep, clothing, reproduction

Maslow's Hierarchy of Needs



Physiological Needs

- Remote Work made it easier than ever for employees to look out for themselves.
- Organizations that want to bring employees back to in-person work, must provide an environment that is as inviting as staying home.
- Updating facilities and sick-leave policies to provide reassurance and comfort that being in the office won't be risky to health.

Maslow's Hierarchy of Needs

Safety

- Recognition can help offer your employees a feeling of safety
- Offer your employees a sense of job security
- Reinforce that your employees' skill sets are important for the bigger mission

Maslow's Hierarchy of Needs

Social

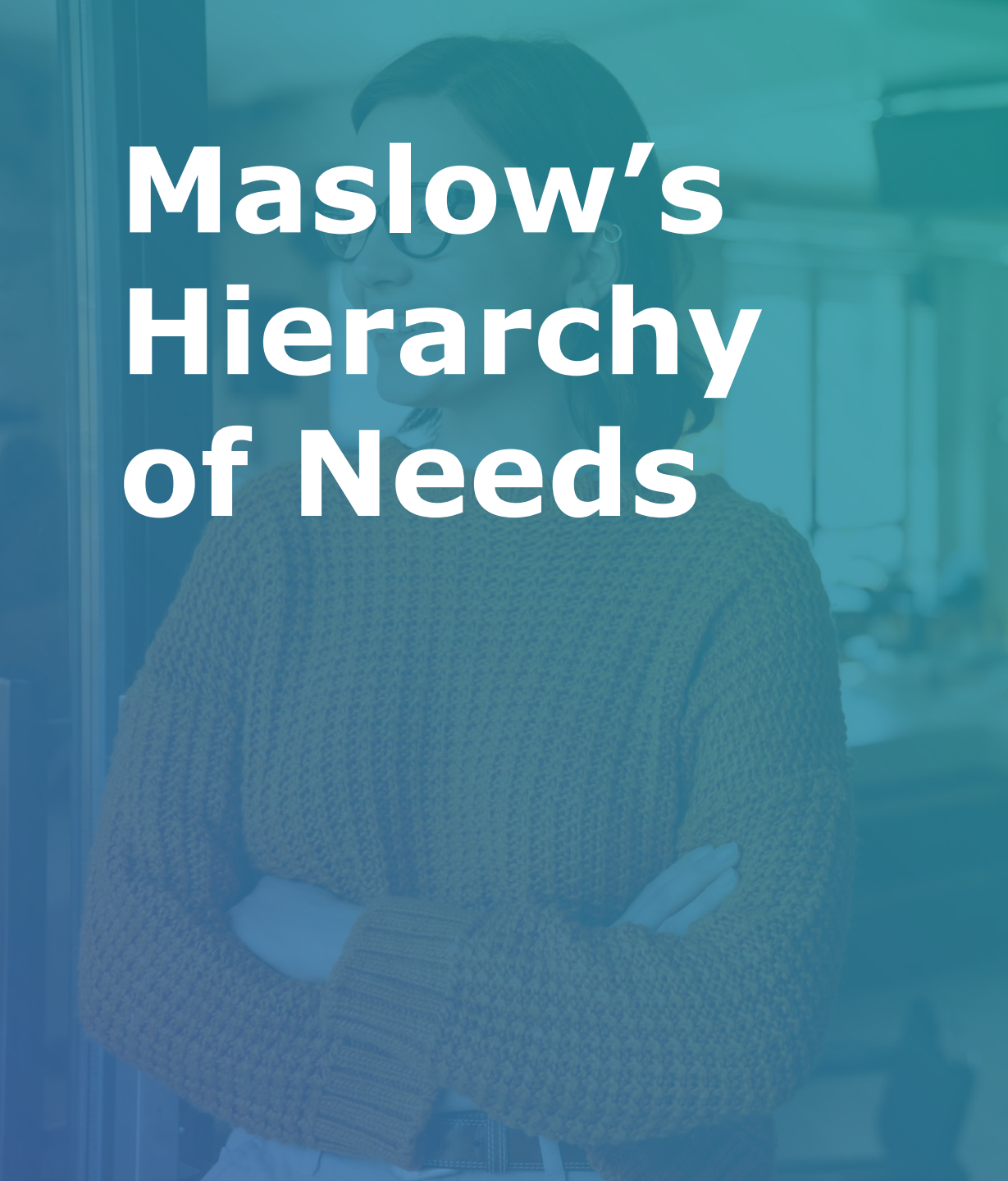
- Recognition can offer employees a feeling of belonging
- Being recognized reinforces that your employees are in the right place
- Employees feel they are doing the right work for their unique talents



Maslow's Hierarchy of Needs

Esteem

- Recognition shows that the recipient's skills and personality are needed for the success of the team
- Gives people feelings of pride, respect, and of course, self-esteem



Maslow's Hierarchy of Needs

Self-Actualization

- When an employee has their basic needs met, it provides them the security needed to take chances on themselves.
- Self-Actualized employees want to be the best version of themselves, personally, creatively, professionally. What employer doesn't want the best version of their employees?

Which of these elements have made a recognition moment special for you? (Select all that apply)

- ☐ Regularly hearing my contributions matter
- ☐ Specific, authentic recognition
- ☐ Recognition from leadership team
- ☐ Being recognized while the work is still top of mind
- ☐ Inclusivity – all contributions matter (sort of!)
- ☐ Fun or creative recognition



The Art of Employee Recognition

6 Key Areas:

1

Frequency Matters

2

Give Specific, Authentic Recognition

3

Get Buy-In from Leaders

4

Real-Time Creates Positive Reinforcement

5

Inclusivity is Important

6

Make it Fun



The Art of Recognition

Frequency Matters

- Recognize employees at least once per week
- 82% of employed Americans feel that their supervisors don't recognize them enough for their contributions
- Look for reasons to recognize your employees

The Art of Recognition



Give Specific, Authentic Recognition

- Don't be tempted to give a broad "thank you"
- If recognition feels generic, manufactured, or unenthusiastic, it can come across as pandering
- thank the person for what they did AND express how it plays a role in the bigger picture

The Art of Recognition



Get Buy-In from Leaders

- 28% of people said the most memorable recognition they received was from their manager, 24% from a high-level leader or CEO
- 53% of people want more recognition from their supervisors



The Art of Recognition

Real Time Creates Positive Reinforcement

- Recognition needs to be immediate for it to have the most impact
- Waiting too long to give recognition weakens the psychological tie from the emotion to the behavior
- Give recognition as soon as the event takes place to connect those happy emotions to the behavior



The Art of Recognition

Inclusivity is Important

- Sometimes people are overlooked for their accomplishments, especially the more introverted
- A common assumption is that extroverts are better suited for leadership roles
- A study led by Professor Adam Grant found that introverted leaders outperformed extroverted ones when managing proactive employees

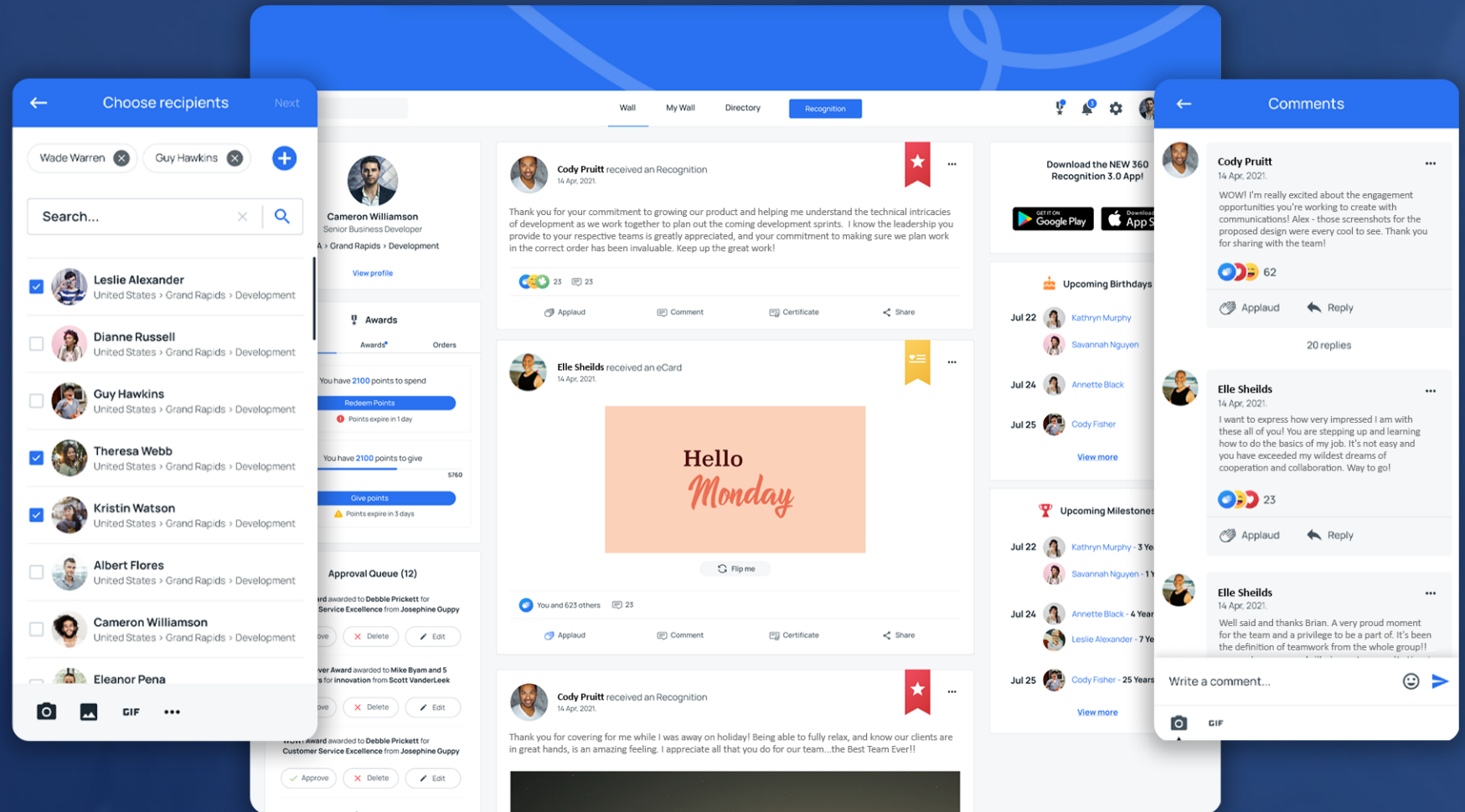
The Art of Recognition



Make it Fun

- Make recognition accessible for remote, deskless and everyone in-between
- Online social recognition platforms help meet these needs
- Allow customizable recognition with gifs, pictures, emojis etc.

A Tool to Engage Employees



Wrap Up

Key Takeaways

- Leaders need to rethink status quo
- Conscious efforts need to be made to adapt
- Leaders need to evolve with employees' changing needs and values
- Technology can support these efforts in new and creative ways

Questions?



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