



Engage · Reward · Succeed

# **Do 10% More with 10% Less:**

**How to Keep Your Employees Happy & Engaged During Layoffs and a Recession**

Hosted by Terryberry

# Speaker



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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 is your top priority for employee engagement in 2023?**

- ☐ Building a culture of appreciation
- ☐ Establishing a meaningful recognition program
- ☐ Keeping top performers engaged



# Recession or no Recession?

- Experts continue to debate whether we will see a recession in 2023
- Layoffs have already begun, leading to uneasy employees
- Action is needed now to combat the effects of distracted, disengaged and inefficient work environments

# Our Current Environment



- Unemployment is low
- Job growth is high
- Big tech saw layoffs in 2022/23



# Our Current Environment




- WHO reported 25% worldwide increase in anxiety and depression
- 52% of workers reported feeling burned out
- 92% of employees experience mental health challenges that impact their work



**Which of these employee engagement initiatives do your managers currently prioritize?  
(Select all that apply)**

- ☐ Nurturing you high-potential employees
- ☐ Celebrating small wins
- ☐ Wellness



# How to Boost Morale and Engagement During Difficult Times

## 3 Key Areas:

1

Nurture Your High-Potential  
Employees

2

Celebrate Small Wins

3

Prioritize Wellness



# Nurture Your High- Potential Employees

## High-Potential Employees are:

- Capable of succeeding beyond their current role
- Critical during times of layoffs
- Responsible for 80% of organizational output


# Nurture Your High-Potential Employees



## **Support your high-potential employees by:**

- Avoiding the pitfalls of “quiet promoting”
- Being transparent about layoffs and requests for taking on additional responsibilities
- Reassuring them that their positions are safe and valued
- Being proactive about bonuses, raises and promotions



A person with curly hair, wearing a light green t-shirt and light blue jeans, is captured in a celebratory pose with their arms raised and hands clapping. They are wearing white sneakers. The background is a gradient of green and blue.

# Celebrate Small Wins

## **Being recognized for a job well done:**

- Releases feel-good neurochemicals like dopamine and oxytocin
- Is just as thrilling as receiving cash
- Reduces stress



# Celebrate Small Wins

## **Frequent recognition:**

- Is good for business
- Makes employees 2.7 times more likely to be highly engaged
- Is the single most important driver for employees to do “great work”

# Prioritize Wellness



## **An APA survey revealed:**

- 79% of respondents had experienced work-related stress in the previous month
- 32% reported emotional exhaustion
- 32% of employees have taken a sick day due to stress
- 51% of employees believe that their workplace supports mental health



# Prioritize Wellness

## **Wellness programs:**

- Establish a sense of belonging and togetherness
- Do not have to be limited to physical wellness
- Can feature mental wellness challenges





# Culture Matters

- Employees want to work for Employers who will help them grow.
- Recognition drives empathy. Empathy drives culture.
- Wellness and Wellbeing cannot be a checkbox.

## Key Takeaways

- Now is the time to rethink retention strategies
- Make a conscious effort to adapt to changing work environments
- Nurture high-potential employees through frequent recognition and offering meaningful wellness programs

## Wrap Up

# A Tool to Engage Employees

153

## Milestone & Service Awards

Recognize key anniversaries and career milestones



## Social Recognition

Empower your team to recognize and reward in real time

  
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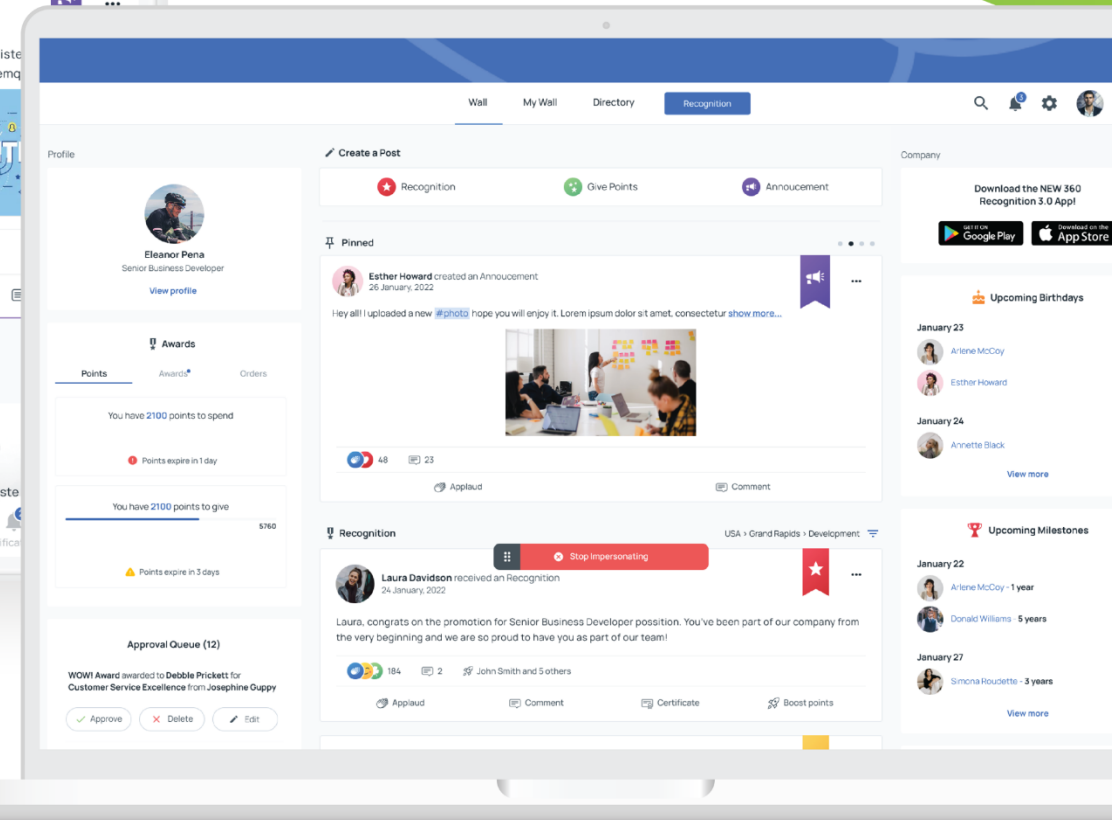
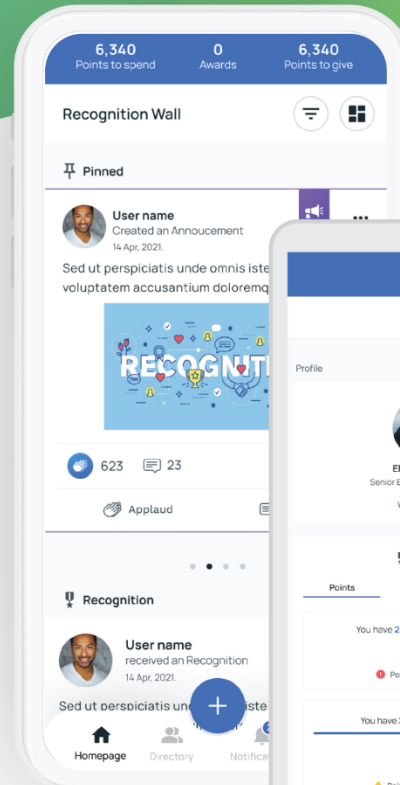
## Performance & Incentive Rewards

Reward top performers and key achievements



## Feedback & Communication

Receive and share feedback from any source



# Questions?



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# Free Employee Recognition **Ideas, Tips, and Tools**

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