



How to Celebrate Employees and Make it Easy to Recognize

# Product Spotlight by Terryberry

March 28, 2024

**terryberry**  
Engage • Reward • Succeed

# Presenters



**Justin Butterfield** has spent over a decade solutioning and owning experience management (XM) programs for brands of all size and industries. Having served as both a practitioner and consultant, he has been trusted by leading global brands to help them drive action towards building better experiences. He has also been recognized for his leadership and vision when building out new solutions for complex business needs.



## Agenda

- State of Employee Engagement
  - Why engagement matters
- How to create microcultures
  - eCards
  - On-the-go recognition
- Questions and answers

# What is the state of your hybrid or fully remote employees



## 2023 Gallup Study:

- 30% of US workers in remote-capable jobs work exclusively from home
- 72% of remote workers said they DID NOT feel a connection to their organization.
  - Up from 68% in 2022

## Impacts of employee disconnect

- Disengaged employees and/or teams
- Employee burnout
- Churn
- Additional time and constraints on leadership

*Disengaged employees cost U.S. companies up to \$550 billion a year*

-- The engagement Institute



# How can we build a connection with all employees?

Ways to build connections according to a study by Gartner:

- Increase budgets tied to culture?
- Force employees back to the office?

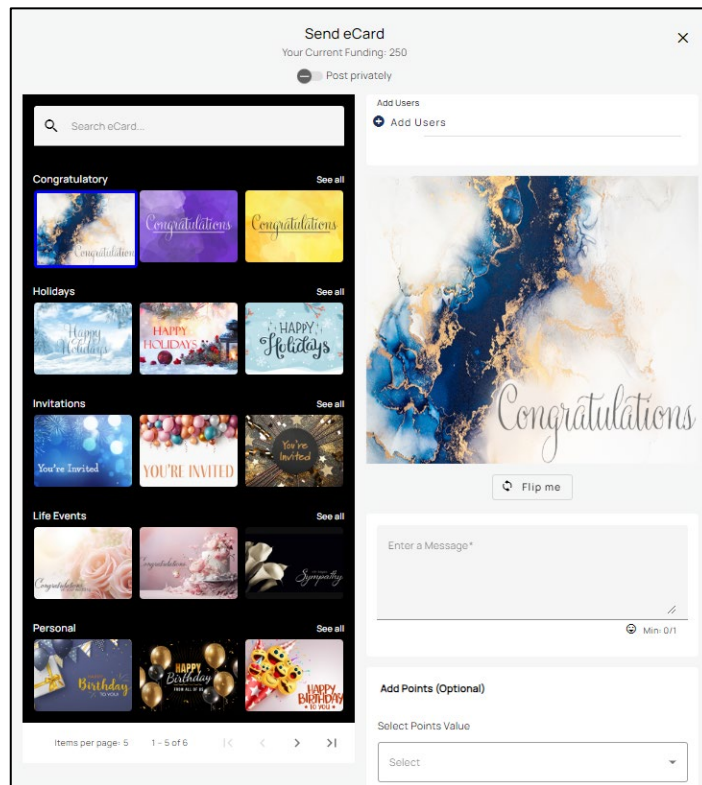
**Empower individual teams to  
create "microcultures"**



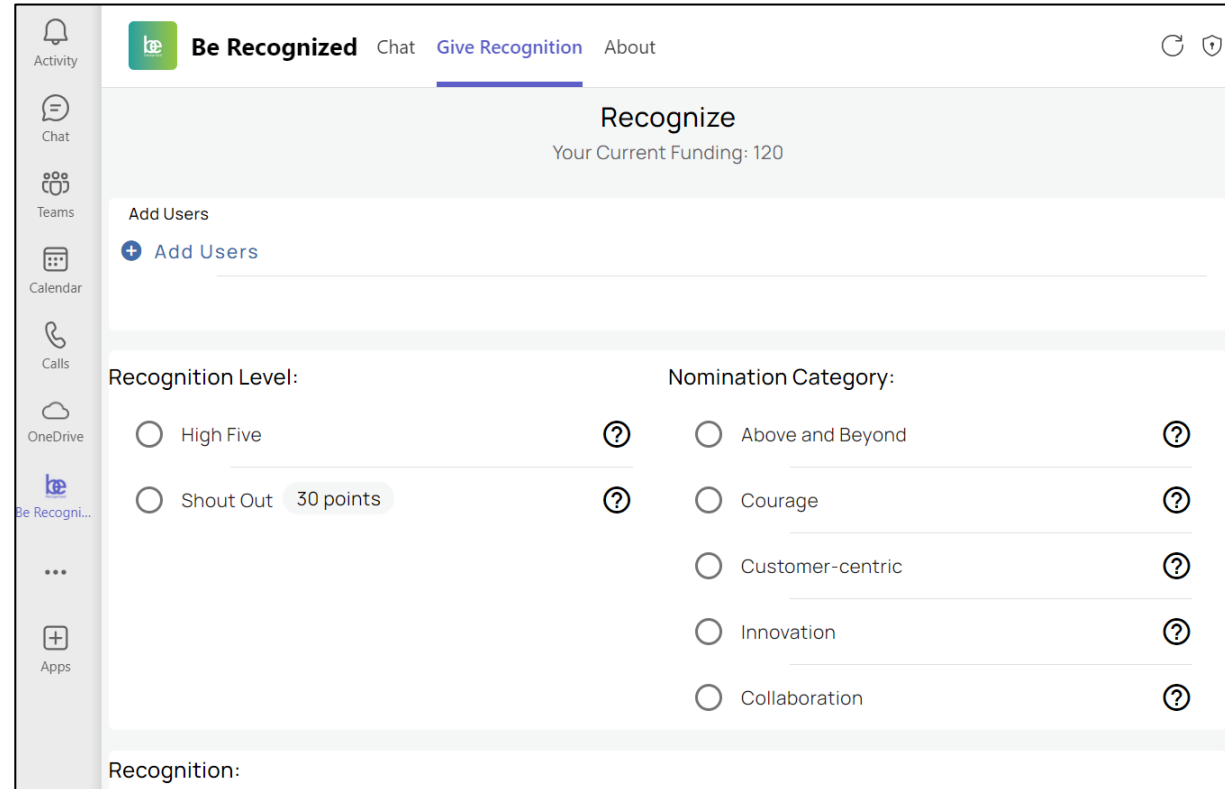
*At Terryberry we believe micro-moments of celebration  
and recognition are the building blocks for any microculture.*

# How Terryberry empowers managers and employees alike create their micro-moments and cultures

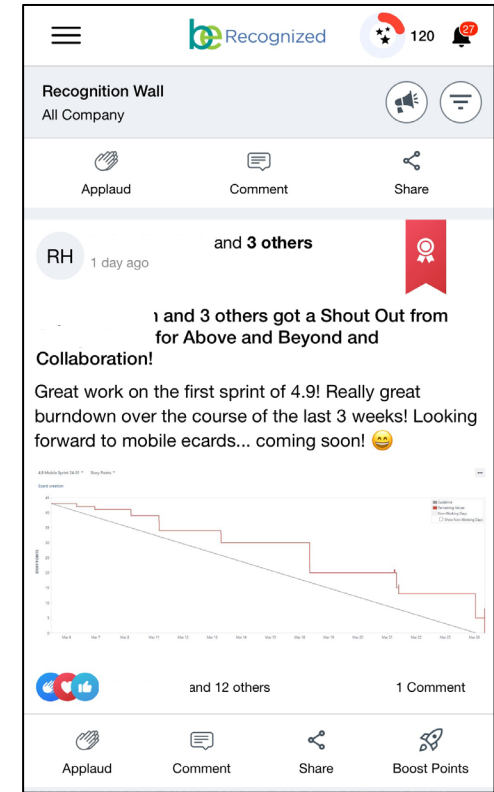
## eCards



## Integration with Chat



## Mobile App



# The Conversation Continues: Join us April 25th



**Alex Allion**  
Director of  
Custom Awards



**Justin Butterfield**  
Mgr, Engagement  
Solutions

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**Thank you**