

The New Path for Creating Healthy Workplace Cultures

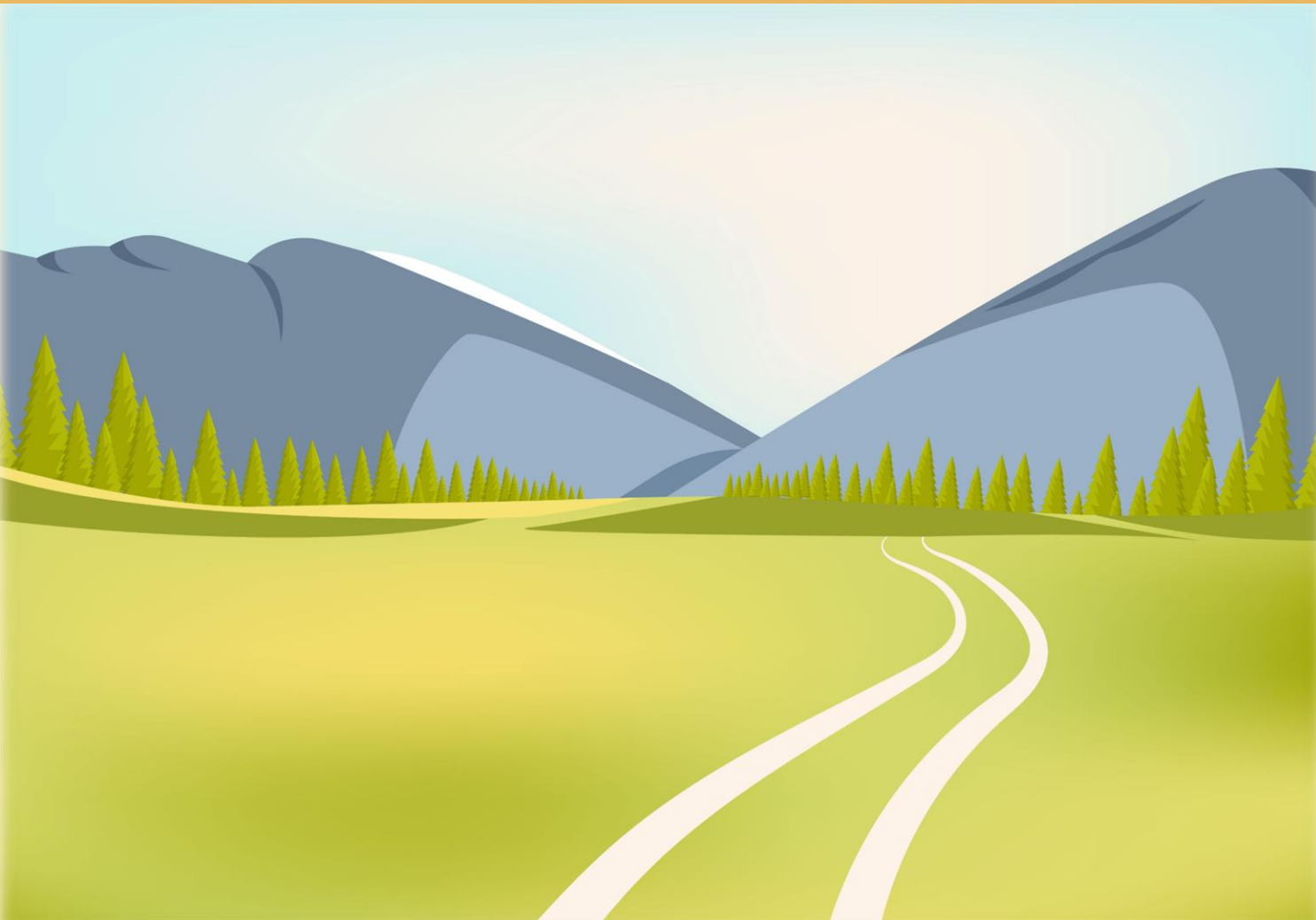
Hosted by

terryberry



with
Dr. Paul White

March 6, 2025



A little about me -- professionally:

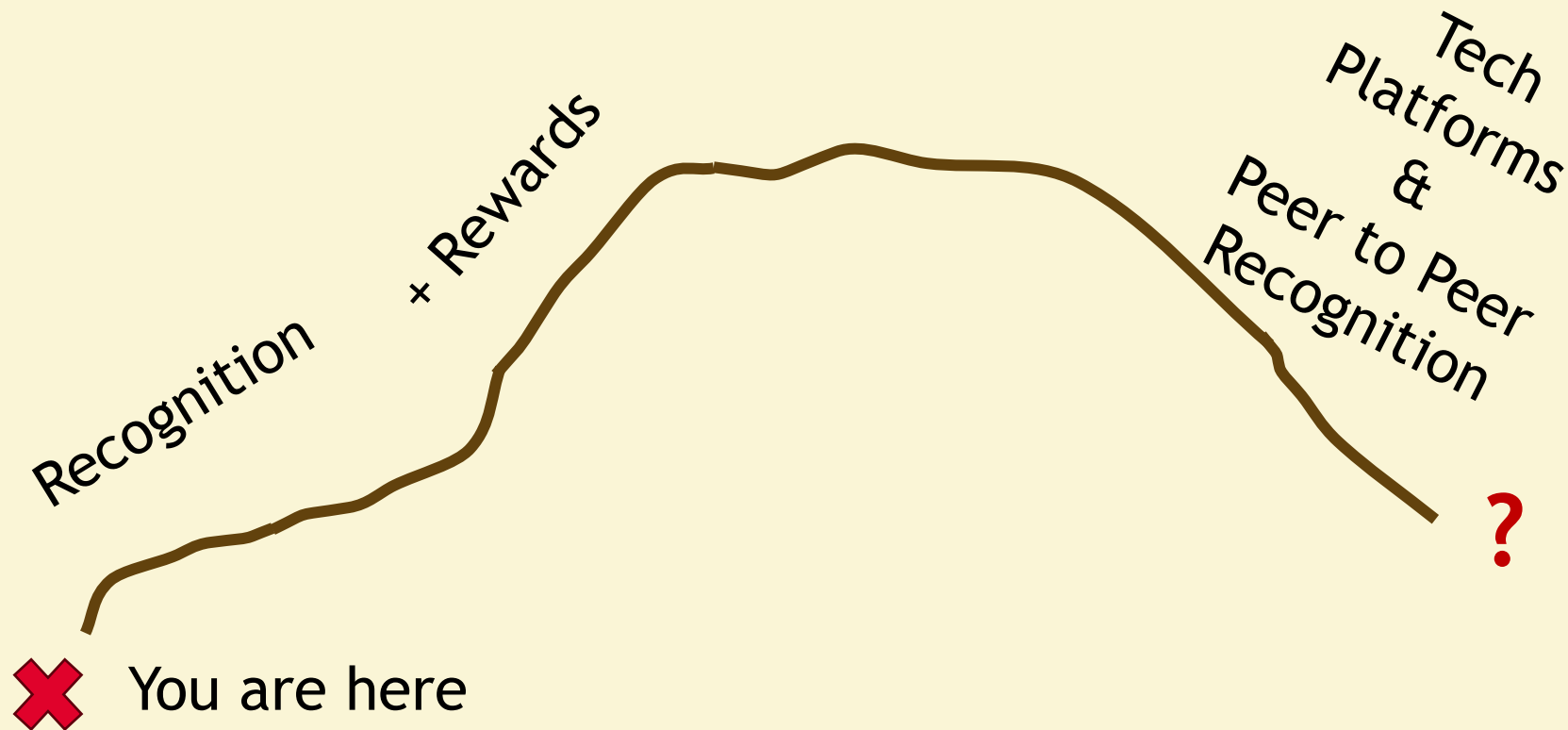
- Psychologist, Researcher, Author & Speaker
- Sold 700,000+ books
- Our resources are used by NASA, Mayo Clinics, 1,000 colleges, USAF, Microsoft, Salvation Army, Caterpillar
- Straightforward, Practical
- Like to have FUN!

A *CRAZY* Idea !



**“What if, and I know this sounds kooky,
we communicated with the employees.”**

The Past (& Current) Journey



A New Pathway is Needed

Due to:

- Changes in Cultural Values
- New Combinations of Workplaces
- Additional Employee Expectations




You are here

Where Workplace Culture is Headed

STATS
+
a Story



THE STATS:

- Employee engagement is low
- Staff turnover is high
- Employees want more from their jobs
- Finding and retaining qualified employees is tough
- Recognition activities aren't working
- Leaders are looking for new solutions



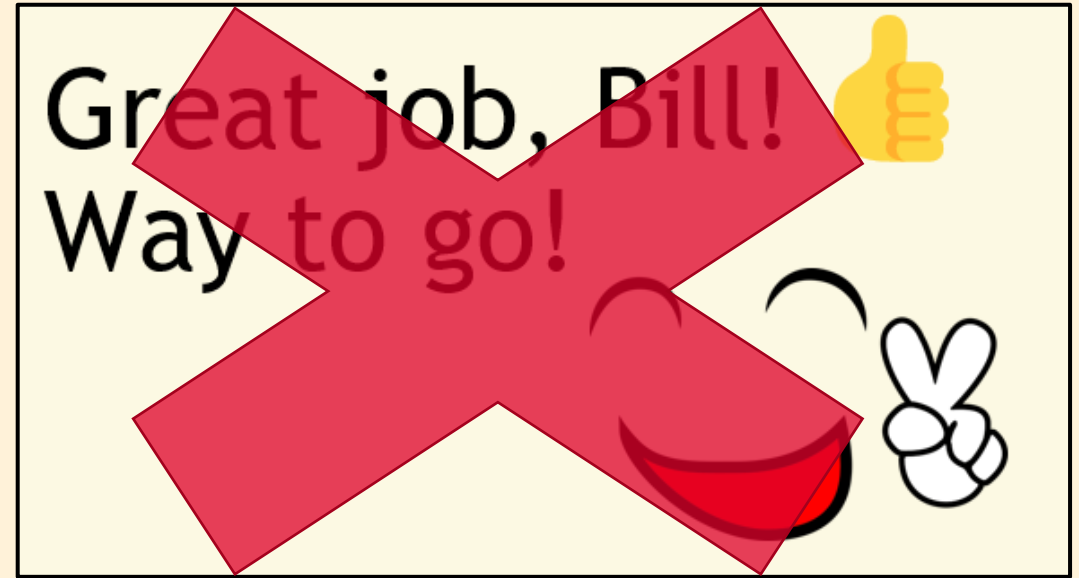
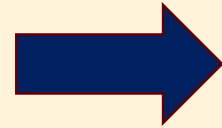
Not Our Goal



The Story:



Traditional
Recognition



Tech-based
Peer Recognition

The Story: Leading Organizations Are Adding Appreciation to Employee Recognition



5
Languages of
Appreciation at Work™

Why? Cultural Changes

Past

- Organizational
- Top → Down
- Performance focused
- Generic
- Focus on “things”

Current Issues

- Lack of trust in institutions
- Dislike authority structure
- Whole person focus
- Desire individualization
- Focus on work/life balance and values

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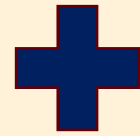


“Is this the coroner’s office? I’d like to order an autopsy to find out what killed my ambition, enthusiasm and hope for a brighter tomorrow.”

The Story: Both/And



Recognition
& Rewards



- Personal
(vs. organizational)
- Value of the person
(vs. performance)
- Humanity
(vs. technology)
- Authenticity
(vs. going through the motions)
- Creating connection

The Story: Both/And



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Authentic
Appreciation

6 Misconceptions about **Appreciation** Commonly Held by Leaders



MISCONCEPTION #1: Money is enough.

From over 100 years of research, **money & financial benefits** have been shown to be **ineffective *satisfiers*** (except in the very short term).



What motivates people and
what makes them feel
valued and **appreciated**,
are two very different issues.

Most managers (**89%**)
think employees leave
for more money

Only **12%** of
employees say they
leave for money



The Great Resignation

A study by MIT found **not feeling appreciated** was

3x

more likely to predict employee attrition than compensation



Misconception #2:

The Goal of Appreciation



To Make People Feel Good

5 Languages of
Appreciation at Work™

The Goal of Appreciation = To create a healthy, well-functioning organization



The Goal of Appreciation =

To create a healthy, well-functioning organization

When team members feel truly **valued** and **appreciated**:

- Morale improves
- Less irritability and conflict
- More collaboration, less territorialism
- Productivity increases
- Customer satisfaction ratings rise
- Profitability increases
- Managers enjoy their work more

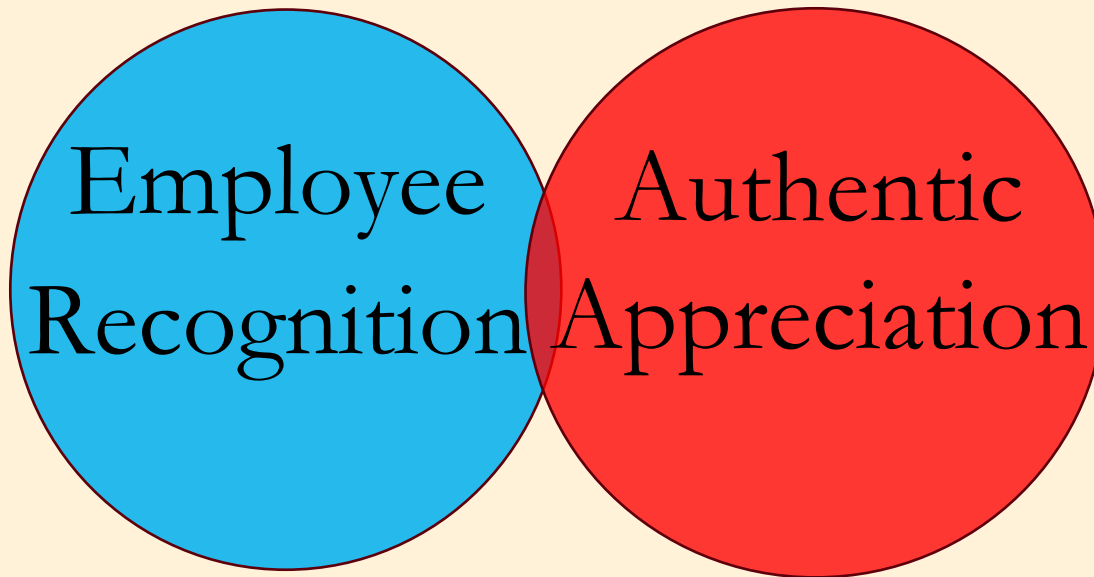


*50+ research citations in *The 5 Languages of Appreciation in the Workplace*

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Languages of
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MISCONCEPTION #3:

Employee recognition and **Appreciation**
are the same





“Every time you do something right, I will punch your rewards card. When you reach 10,000 punches, you earn a high five.”

Most
Employee
Recognition
Programs
DON'T WORK
(in making individuals
feel appreciated)

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Languages of
Appreciation at Work™



The Primary Differences between Recognition & Appreciation



Organizational



Person to
Person



The Primary Differences between Recognition & Appreciation



Performance



Person





Employees are people,
and people have *value* regardless
of their performance level.

Misconception #4: Appreciation = Words



Most leaders believe --
for their team members,
Words
are the
main way they feel
appreciated



The Reality* --
For **over 50%** of team
members,
Words
are **NOT** the
main way they feel
appreciated

Core Principle #1

Not everyone
feels appreciated
in the same ways.





WORDS OF AFFIRMATION



QUALITY TIME



ACTS OF SERVICE



TANGIBLE GIFTS



PHYSICAL TOUCH

Misconception #5:

The primary responsibility for communicating appreciation lies with managers and supervisors





Core Principle #2

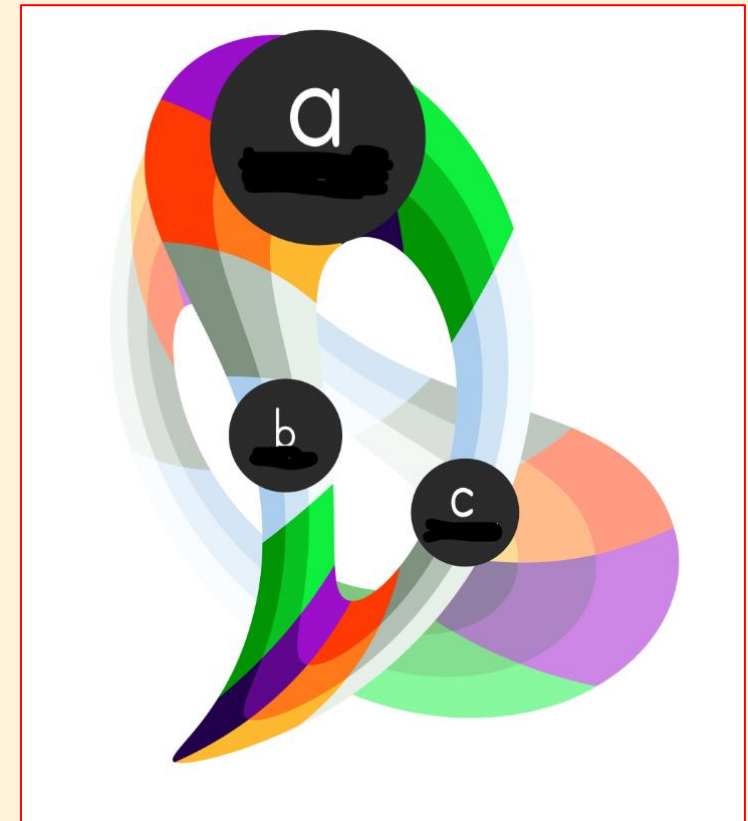
People want to know they are valued by their supervisors and their colleagues.

Appreciation
is not primarily

“Top”
↓
“Down”

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Languages of
Appreciation at Work™

Appreciation
flows in every
direction



Online Assessment:



425,000

Employees Worldwide
(9 languages)

Knowing a colleague's **appreciation language** isn't sufficient.
Understanding the **specific actions** important to them is **critical**.



General Business



Remote



Medical



Nonprofit



Military



Schools



Government



Senior Care



Trades



Veterinary



Dentistry



College Faculty/Staff



Young Adult

FACT:

We absolutely know how to train *team members* to successfully communicate *authentic appreciation*.



CLIENT LIST

- Microsoft
- MetLife
- PepsiCo
- Mercedes Benz
- Prudential
- Gov't agencies
- 1,000+ colleges & universities
- Mayo Clinics
- NASA
- Lily
- Caterpillar
- Nationwide
- Hundreds of medical facilities
- TSA

Our Work is Evidence-based

- 15 published research studies
- Number of subjects: 80,000 – 425,000 individuals
- Our research has been cited in over 50 research publications (with authors from 30 countries)
- Our work has been written about in the NY Times, Forbes, BBC News, U.S. News & World Report

Benefits of a Both / And Approach



Recognition



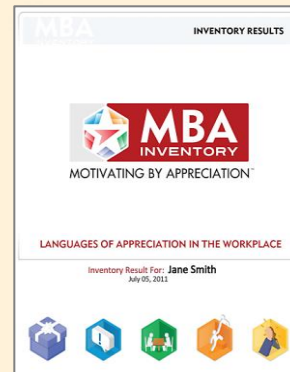
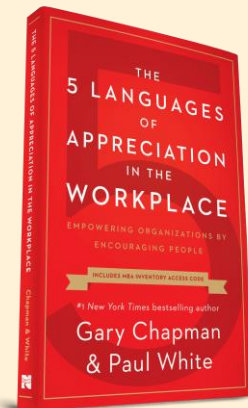
Authentic Appreciation

- Employees don't feel as if they are losing something
- Less change to explain and adjust to
- Experience the benefits of both approaches
 - Motivation, Productivity, Connection, Retention

Explore the Resources Available to Combine Appreciation with Recognition

- Books (paperback, ebook, audio)
- Codes for taking the *MBA Inventory* +
Group Summary Reports
- Training resources
- Free resources: articles, videos, podcasts

www.appreciationatwork.com

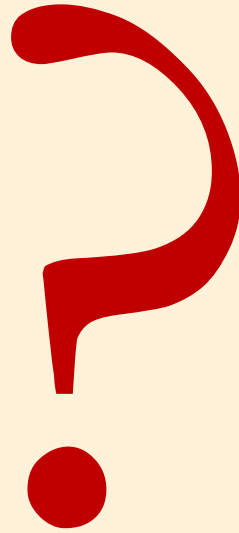


Making It Easy



- Email me at yesdrpaul@gmail.com with TerryBerry in the subject line
- I'll send you:
 - the handout version of the slide deck
 - a sample report of the MBA Inventory
 - a sample Group Summary report
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 - Coupon for **10% discount** for purchases through our website

Questions?



www.appreciationatwork.com

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