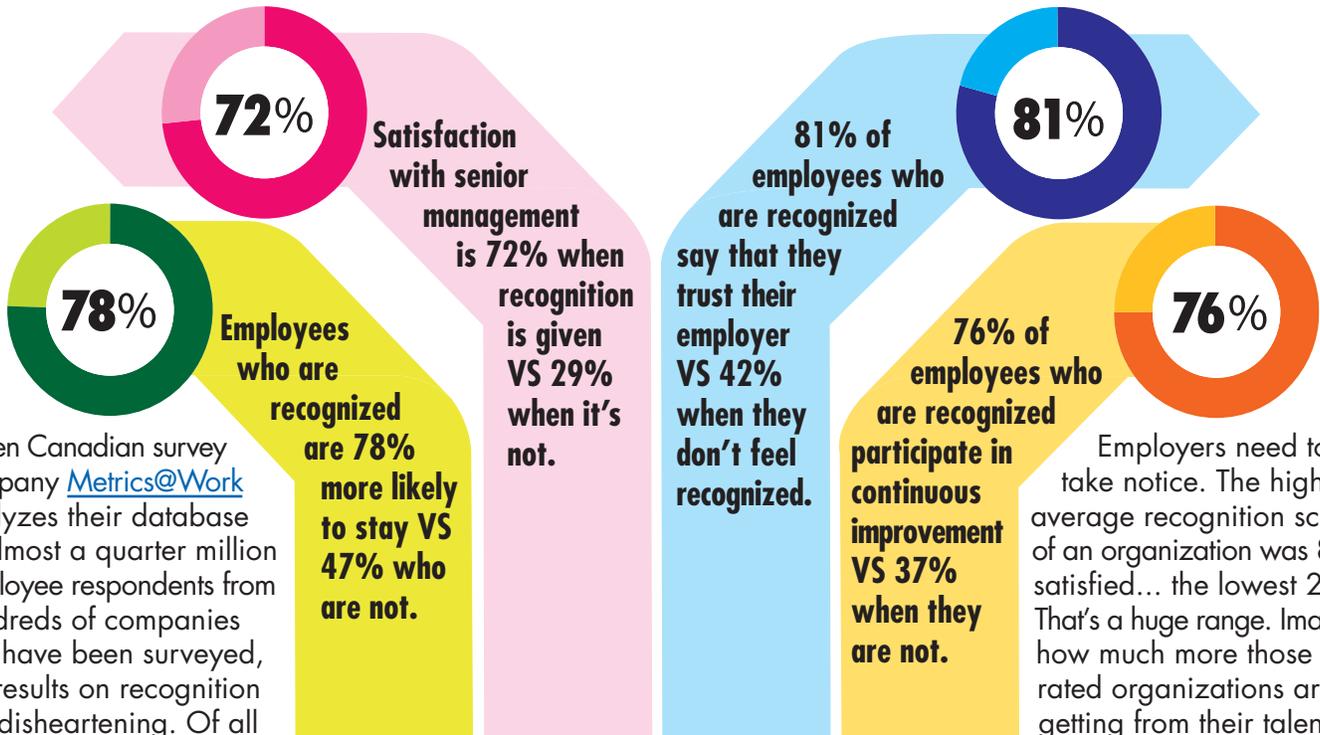


Recognition is Not Fluffy Stuff:

Why Acknowledgment Is Good for Business



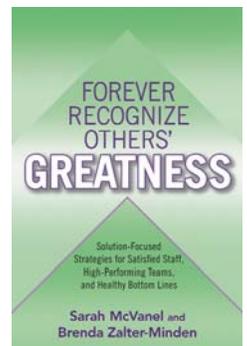
When Canadian survey company [Metrics@Work](#) analyzes their database of almost a quarter million employee respondents from hundreds of companies that have been surveyed, the results on recognition are disheartening. Of all the organizations that chose to ask their employees about recognition – and how discouraging it is that not all do – **employee recognition is the lowest of the 25 most commonly associated factors of engagement.**

Talent is today's greatest source of competitive advantage yet that asset walks out the door every night. No business can afford to suffer such poor "market share" in human capital satisfaction.

Employers need to take notice. The highest average recognition score of an organization was 80% satisfied... the lowest 29%. That's a huge range. Imagine how much more those top rated organizations are getting from their talent than those with extremely dissatisfied employees.

There are many practical business reasons as well as many humanistic ones as to why recognition needs to be high on the corporate agenda.

Let's look at four key factors that will impact your business...
recognition is the key.



THE RECOGNIZED EMPLOYEE

Recognition contributes to a very different headspace when viewed from four key, organizational engagement metrics.

Recognition is Not Fluffy Stuff adapted from Chapter 5 of **Forever Recognize Others' Greatness™**

SARAH
McVANEL

For more information, please contact:
Sarah McVanel, BA, MSc, CHRP, PCC, CSODP
sarah@greatnessmagnified.com
www.sarahmcvanel.com



GREATNESS
MAGNIFIED

