



# 5 Ways to Celebrate Employee Appreciation Day at Your Organisation

Discover real-life examples for appreciating your people all year long



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**Employee Appreciation Day is the first Friday of March every year and it can act as a catalyst for kicking off the celebration of your people all year long. The ultimate goal of this day is to spark the creation of a culture of continuous recognition - one where employees feel valued and are excited to show up every day.**

As we enter The Great Adjustment, HR leaders must adjust their attraction and retention strategies in order to meet employees' needs and show employees appreciation. More and more, companies today are realising how those one-off moments of recognition - like employee of the month, annual performance reviews, tenure awards, etc. - complement and contribute to a more holistic approach that promotes continuous recognition.



Consider Employee Appreciation Day as an opportunity to turn over a new leaf, reflect on your company values or reinvigorate your employee appreciation efforts.

To bring this to life even more, let's look at how organisations in various industries are celebrating Employee Appreciation Day:

## 1. Peer-to-peer nominations



SmartestEnergy Limited, an energy company with over 300 employees, used its employee recognition programme to connect all employees on EAD with peer-to-peer nominations.



## 2. Company-wide awareness



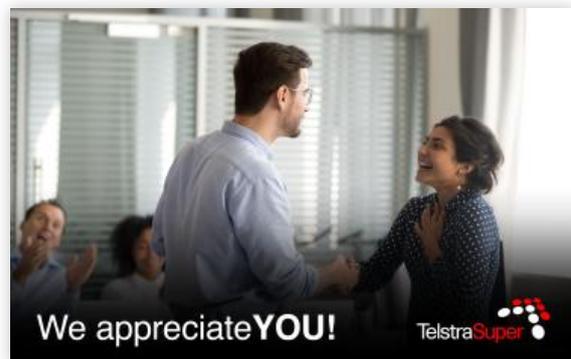
MSC Industrial Supply, an industrial consumables organisation, used Employee Appreciation Day as an opportunity to celebrate company culture within the business. The team did this with a dedicated blog post to educate employees about what EAD is, why it was important to their culture and the value that employees bring to the business – encouraging employees to send recognition.



## 3. A recognition week takeover

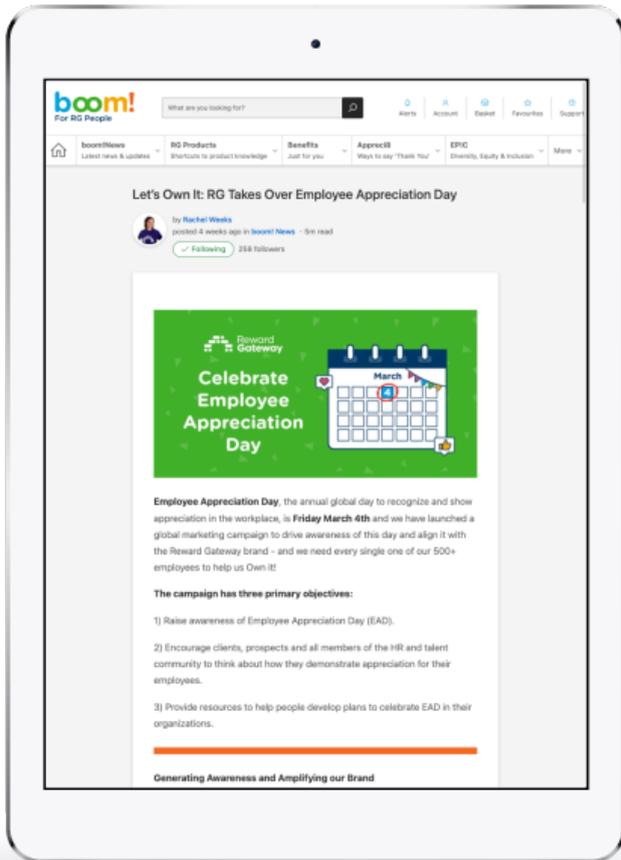


Telstra Super, a financial services organisation with 260+ employees celebrated its people the entire week. The Executive Team encouraged employees to get involved and send at least two eCards to their colleagues to say thanks. As a result, the organisation saw tremendous participation, with 182 eCards sent across the business and about 50% of all employees sending and/or receiving recognition.



## Reminders for managers

A lot can happen on any given day, let alone in a week. Make sure to remind managers and keep Employee Appreciation Day top of mind through regular reminders that EAD is on the way, like Reward Gateway did with our internal communications.



Remember, Employee Appreciation Day is a perfect opportunity for employers to say ‘thank you’ to your people for working so hard and making your organisation a great place to work. If you need a little more inspiration, here are eight reasons to say thank you:

1	For helping you with a project or work that you needed support with.
2	For making you laugh or brightening up your day with silly jokes or for just checking how you are.
3	For listening to you when you shared a personal problem or how you have been feeling recently.
4	For working cross-departmentally to solve an issue and find efficiencies.
5	For being understanding or supportive while you juggle work meetings with teaching the kids long division (can't we just give them a calculator?).
6	For doing their absolute best over the last couple years despite caring for someone/ home-schooling/ working with loud housemates (fill in the blank).
7	For going above and beyond at work while living your company values.
8	For offering a new perspective and helping you think outside the box when you needed it the most.

Recognising employees and showing them appreciation is something that can be done all the time as part of your company culture. Doing so improves employee engagement, which means your employees are less stressed, more productive and more motivated to help you achieve your business goals.



**If you're looking for additional ways to embed everyday reward and recognition into your culture, get in touch with us today.**

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