



WEBINAR:

How to make overlooked employees feel valued & visible



Who will you be hearing from today



Nebel Crowhurst

Chief People Officer &
Chief Appreciation Officer



Fehed Nicass

Employee Experience Expert

A man and a woman are shown from the chest up, positioned on either side of the text. They are both looking towards the camera with slight smiles. On the woman's forehead, a blue butterfly is projected. On her nose, a small red dot and a blue butterfly are visible. On the man's nose, a green butterfly is projected. The background is a solid, deep blue.

What is
Appreciation?



**What does Appreciation
mean to you?**

Wait... isn't Appreciation
the same thing as
Recognition?



**“The act of recognising
or understanding that
something or someone is
valuable or important.”**

Cambridge Dictionary





Recognition

Showing gratitude for **what employees do**

“Great job on how quickly you turned around that report...”

“Thanks for taking initiative to resolve that customer complaint...”

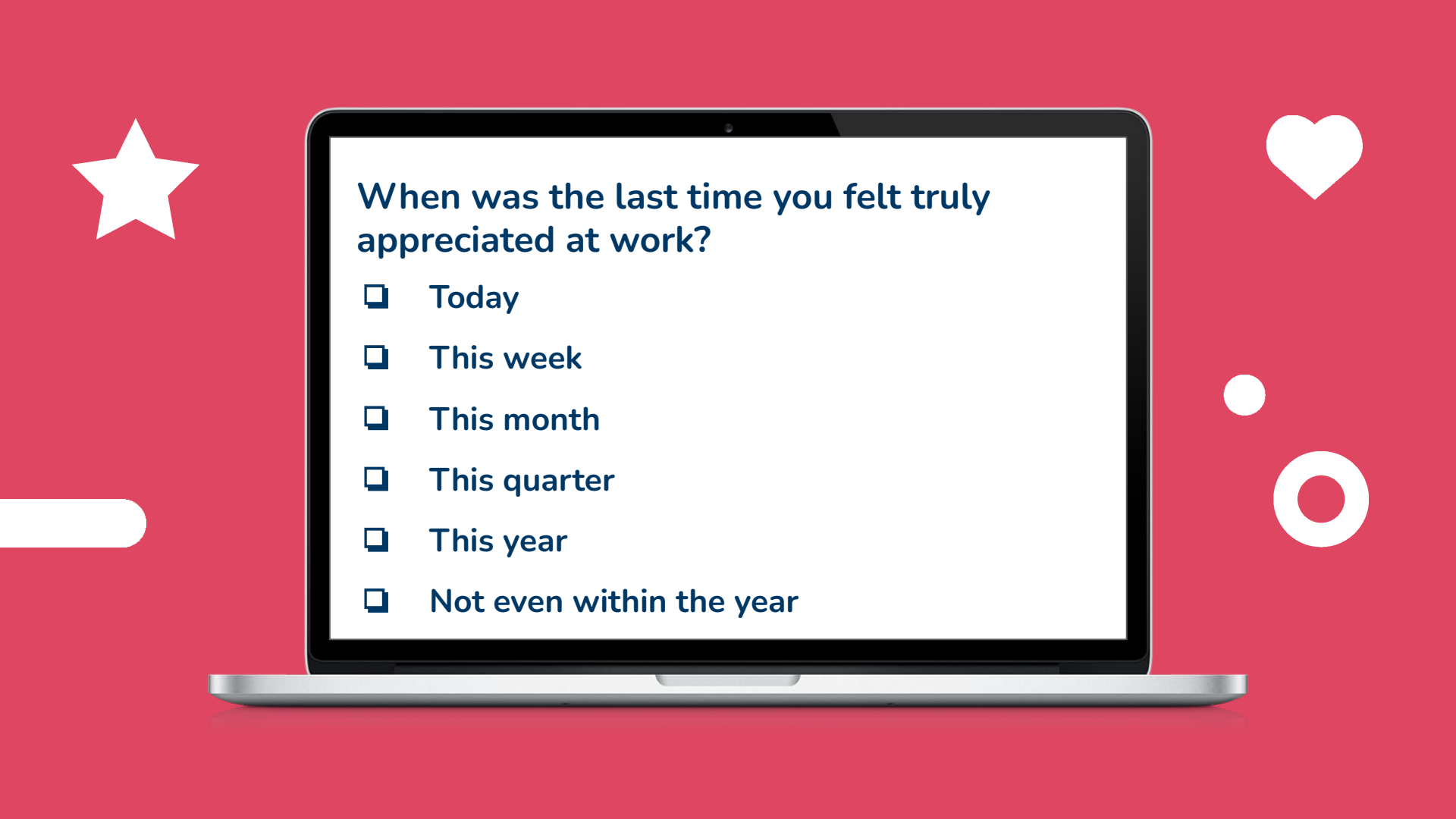


Appreciation

Being grateful for **who employees are**

"It's been such a busy week, I've brought in some bagels!"

“ I'd love you to join us in our planning meeting. I think your experience and knowledge will help us make progress.”




When was the last time you felt truly appreciated at work?

- ☐ Today
- ☐ This week
- ☐ This month
- ☐ This quarter
- ☐ This year
- ☐ Not even within the year


A close-up, artistic photograph of a person's face, focusing on the eyes and nose. The face is partially obscured by several out-of-focus, colorful bokeh lights in shades of yellow, orange, red, and blue. The text "Why is Appreciation so important?" is overlaid in white, sans-serif font across the center of the image.

Why is Appreciation
so important?

The power of the individual...



People who are
recognised are
23% more effective
and productive



But people who are appreciated
and valued for themselves,
are 43% more effective and
perform better



**55% of people who
frequently feel appreciated**
at work
have seen their mental
wellbeing improve

...while **54% of those who
rarely/never feel
appreciated** have seen it
decline

Reward Gateway | Edenred survey of 2,026
employees and 1,001 HR managers, Jan 2024



81% of UK employees
who rarely or never felt
appreciated considered
leaving their company in the
last 6 months

...compared to **only 40% of**
those who did feel
appreciated.

Reward Gateway | Edenred survey of 2,026
employees and 1,001 HR managers, Jan 2024

Leaders

- Strategic benefits
- Lowest turnover
- High engagement
- Highest business growth

Appeasers

- More benefits - testing and learning
- Good engagement
- Lower business growth

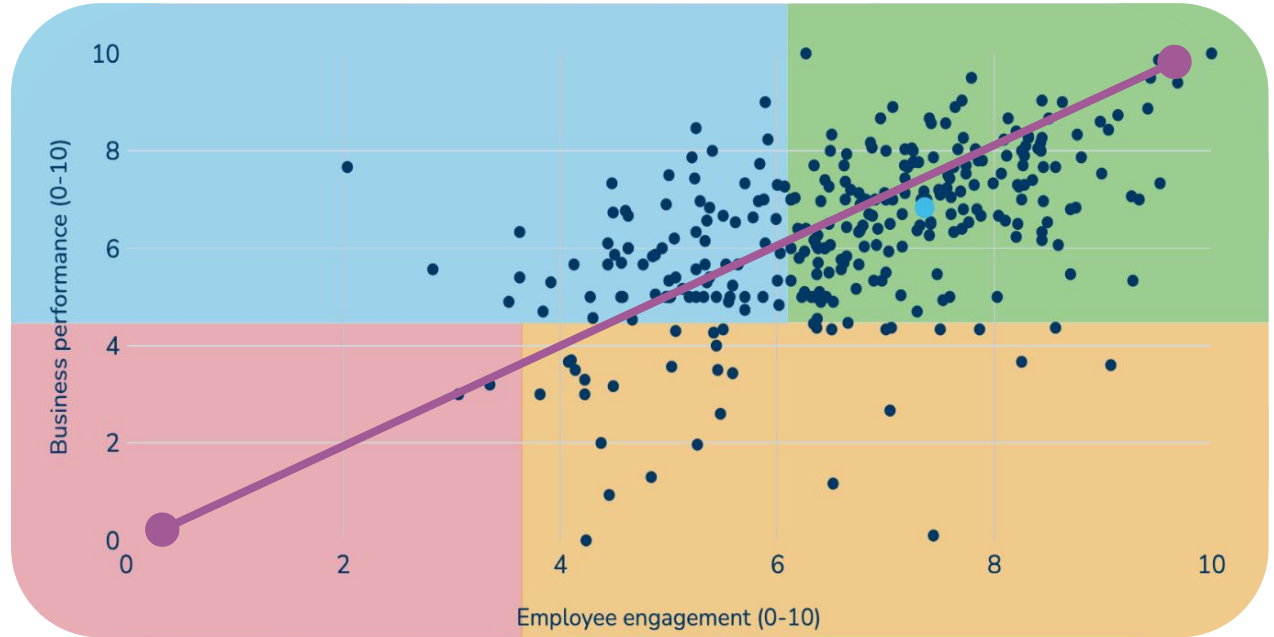
Drivers

- Limited range of benefits
- Lower engagement
- Mid-business growth

Low Performers

- Low range of benefits
- Low engagement
- Low business growth

Employee Engagement and Business Performance Matrix



Leaders
score higher on
these top HR
priorities

Engagement

Wellbeing

Retention

Leaders

typically see a 5-7% higher
business performance

Respondent dashboard

Respondents results

Employee engagement



Average Turnover rate

Up to 5%

Average Time to hire

Within 2 weeks

Customer NPS



Average Growth rate

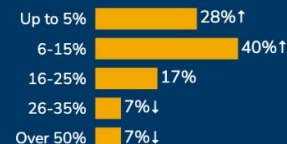
Above 20%

Overall survey results

Employee engagement



Average Turnover rate:



Average time to hire:

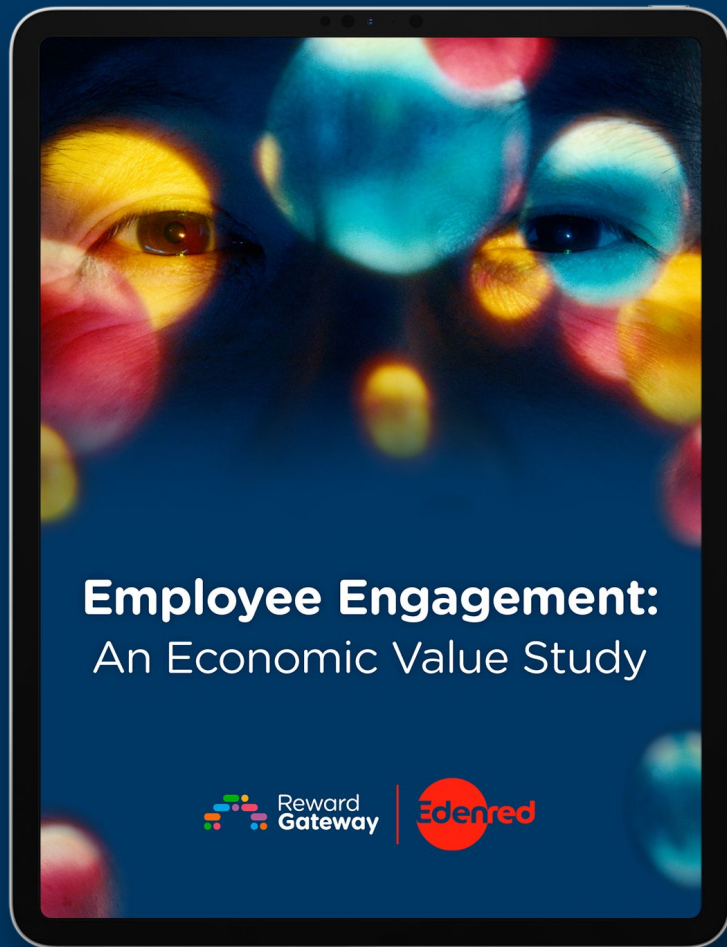


Customer NPS



Average Growth rate





Scan the
QR code to
participate



A man and a woman are shown from the chest up, facing forward. Their faces are partially obscured by glowing, semi-transparent brain scan images. The woman on the left has a blue and red scan on her forehead. The man on the right has a blue and red scan on his forehead. The background is a solid blue color.

New Insights: The Appreciation Index

We don't always get
people's **REAL** answers
when we ask questions.

The Appreciation Index measures both

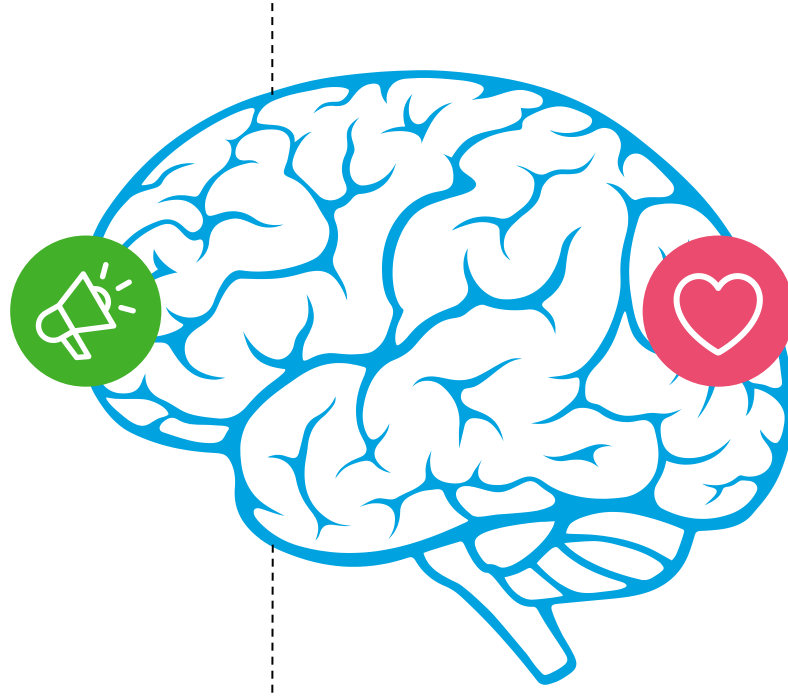
What people say

System 2 thinking



How people feel

System 1 thinking



Traditional Research

Which is most appealing?

- ☐ Fork & Flame
- ☐ The Rustic Table
- ☐ Savory Street
- ☐ The Roaming Spoon

Fast Response

Savory Street

Unappealing

Appealing

The Appreciation Index combines traditional and fast response...

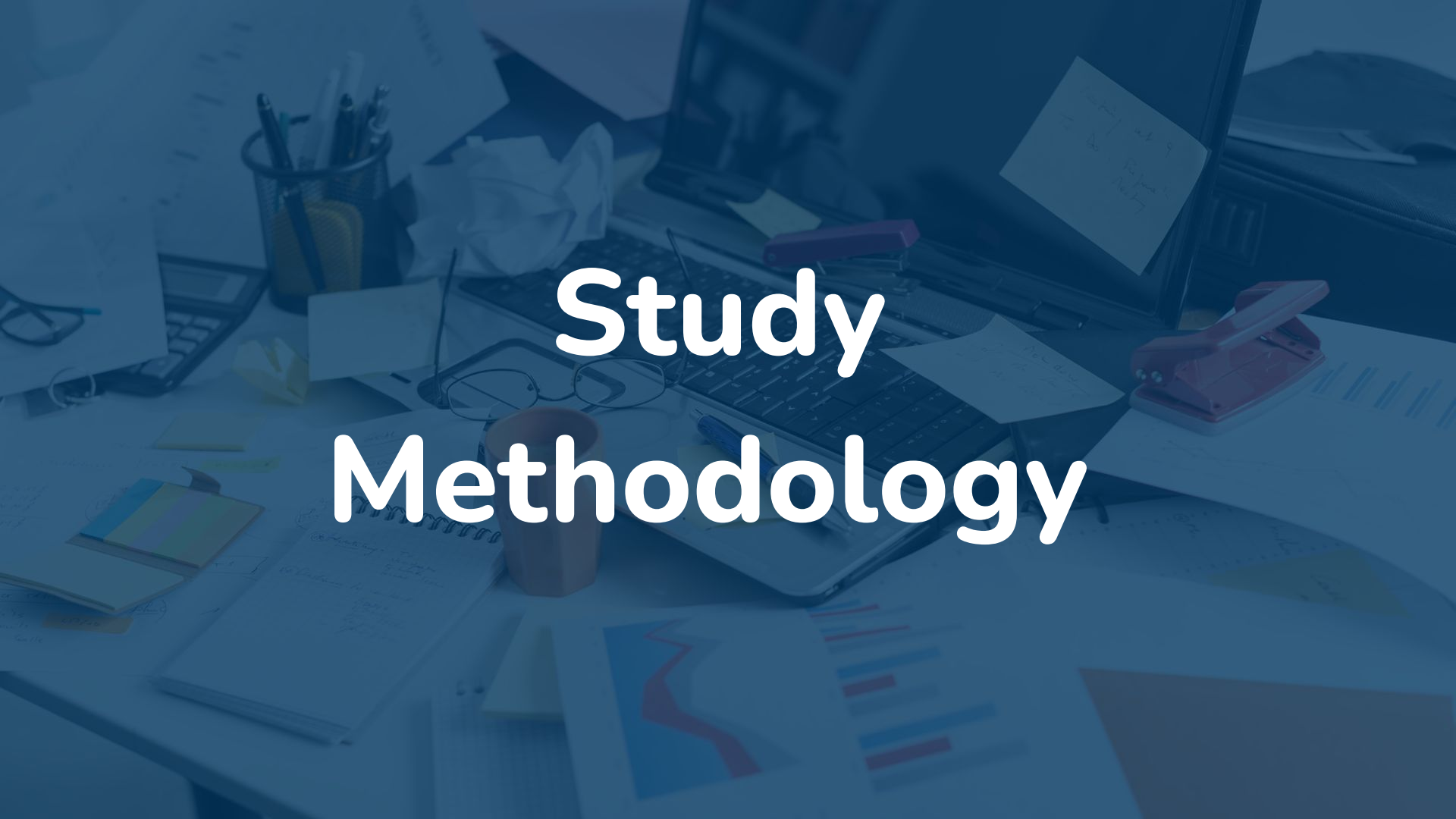
How appreciated do you currently feel at work?



I feel valued

No

Yes



Study Methodology



65

Global Appreciation Index

The UK workforce is statistically
less appreciated than the US and Australia

61.8

When I am appreciated, I...

Outcome of appreciation

Score

Work harder

72.14

Am more engaged

70.5

Am more satisfied with my job

68.7

Top Global Drivers of Appreciation



I am recognised by managers



My hard work is rewarded




I feel I belong here



My managers support me



My organisation praises me

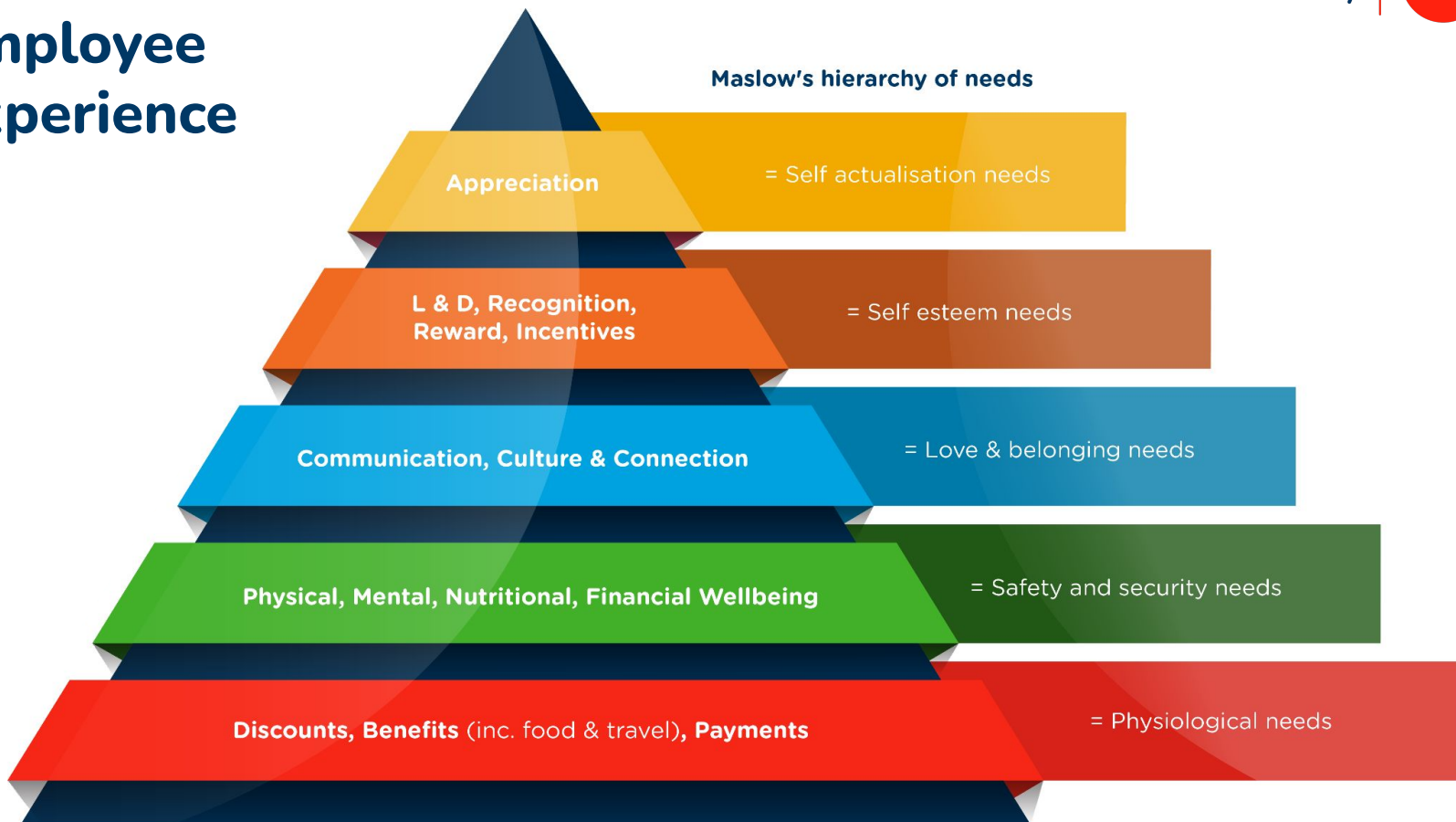


Which driver do you think your organisation does best?

- ☐ I am recognised by managers
- ☐ My hard work is rewarded
- ☐ I feel I belong here
- ☐ My managers support me
- ☐ My organisation praises me

The Total Employee Experience

Maslow's hierarchy of needs



Top Global Drivers of Appreciation



I am recognised by managers



My hard work is rewarded



I feel I belong here



My managers support me



My organisation praises me



The image features a close-up of the American flag on the left side, showing the stars and stripes. The background is a solid red color. In the lower center, there is a red, cylindrical emergency light with a black base, which is illuminated from within, casting a warm orange glow. To the right of the light, the text "Threats to DE&I" is written in a large, white, sans-serif font.

Threats to DE&I

Less Appreciated

More Appreciated

Gender

Women

Men

Sectors

Hospitality/Tourism
Public Sector

Military
Financial Services

Seniority

Entry/Mid

Executive

Age

36-65

18-35

Org. Size

>2,500

1-499

Control over work

Almost never

Always

Does this surprise you?

Share your Appreciation Tactics

Send your ideas in the chat!



Areas of the workforce to empower

Women

Entry-mid level
employees

Employees in large
organisations

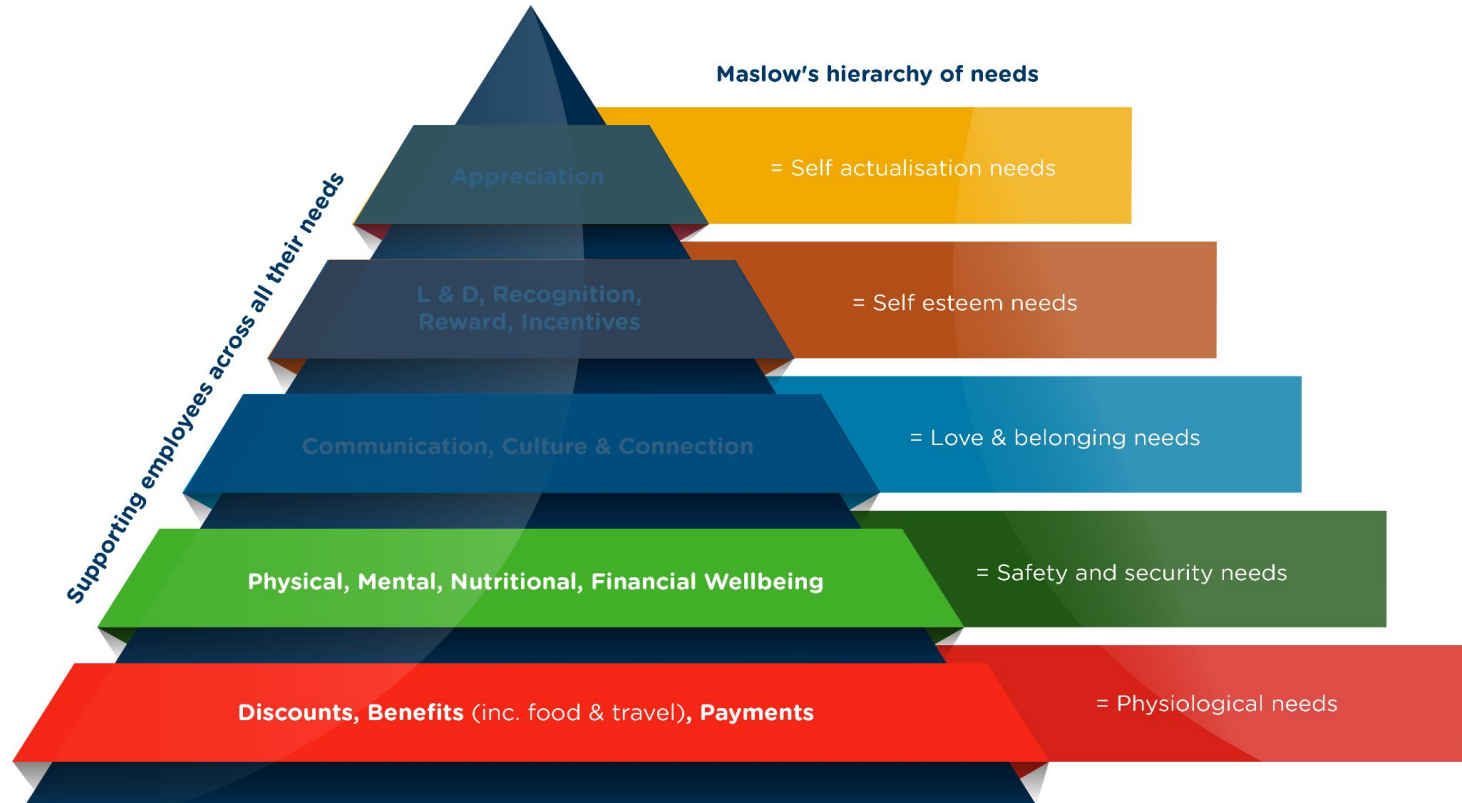
Employees aged
36-65

Frontline workers

Frontline Workers

“Employees with the autonomy over when and where they work feel more appreciated.”

Frontline Driver? Leaders are covering the basic levels.



Employee Discounts

Enhance all employees disposable income with savings at over 900 retailers!

Retail

NEW LOOK



boohoo

MATALAN

ASOS

Save up to
£120

Based on
£100 spent a
month

Groceries

Sainsbury's

TESCO

ASDA

M&S
EST. 1884

Morrisons

Save up to
£240

Based on
£400 spent a
month

Entertainment

ticketmaster®

GROUPON®

SEA LIFE
London Aquarium

LEGO
LEGOLAND

Virgin
EXPERIENCE
DAYS

Save up to
£75

Based on
£300 spent a
year

Household

Dunelm

JOHN LEWIS
& PARTNERS

IKEA

B&Q

Argos

Save up to
£100

Based on
£1,000 spent a
year

Travel

Uber

Hotels.com™

Europcar
moving your way

Expedia®

Booking.com

Save up to
£125

Based on
£2,500 spent a
year

Electronics

currys

SAMSUNG



go.com

LG

Save up to
£210

Based on
£3000 spent a
year

Wellbeing

PUREGYM

HELLO
FRESH

LES MILLS

Nuffield
Health

MYPROTEIN

Save up to
£150

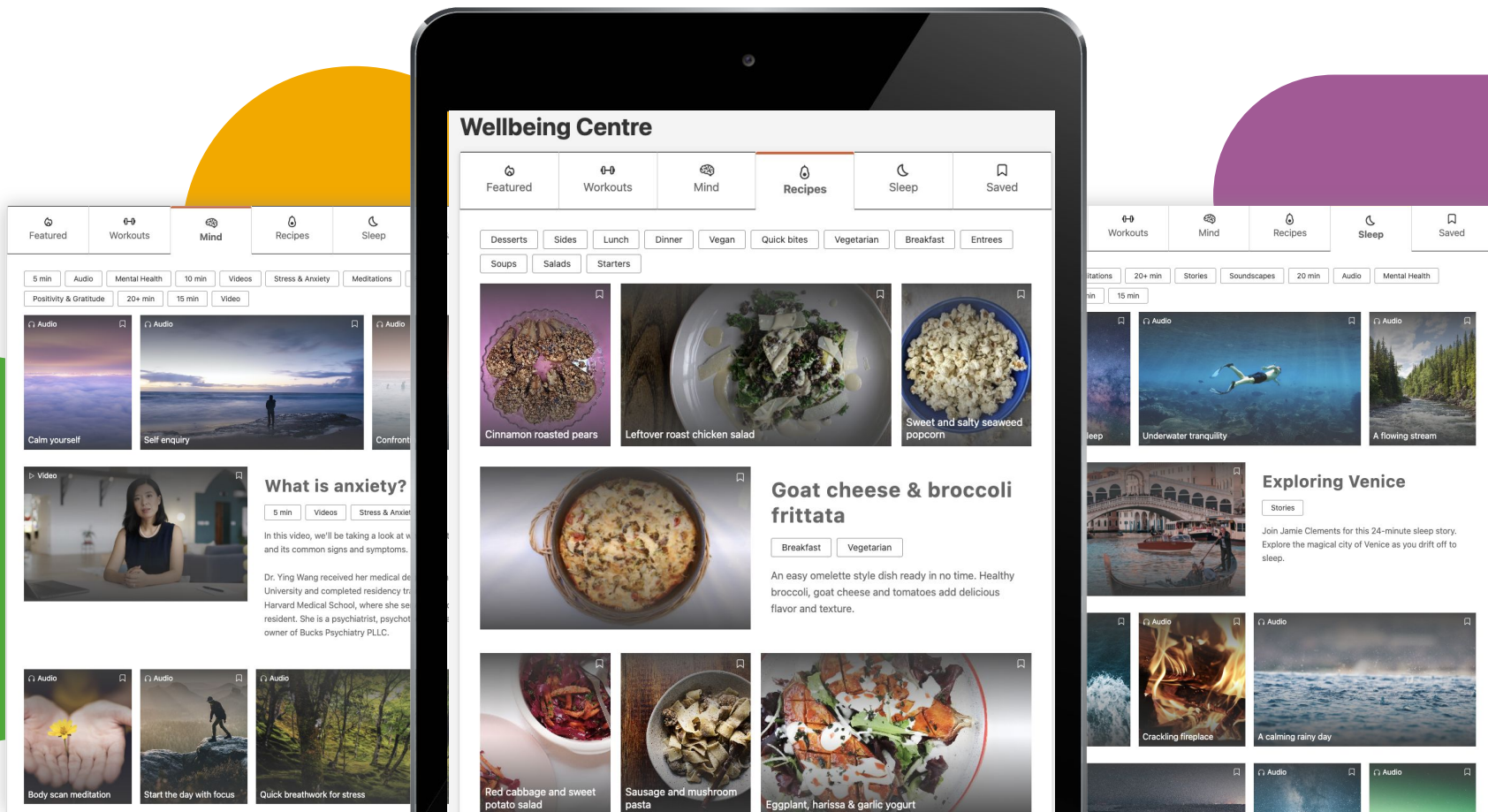
Based on
£1000 spent

Greencore^o

- **13,500-strong workforce** of largely frontline workers
- **£150,000 saved** through discounts in one year
- **£62,000 in savings** through Cycle to Work
- **95% active user rate** on *My Core benefits*



New and improved: Wellbeing Centre

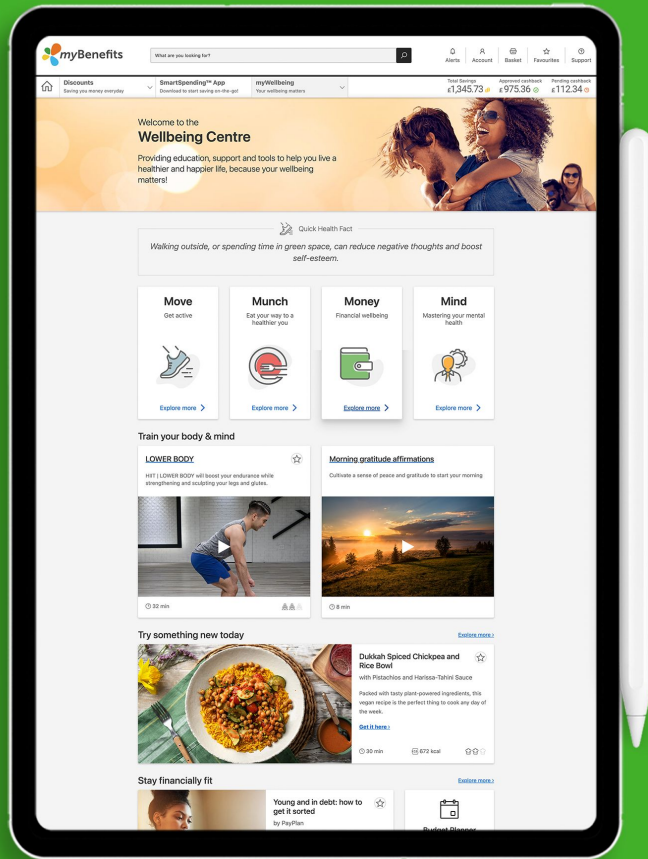


nudge

Unmind

Expand
your
wellbeing
resources

Holland & Barrett

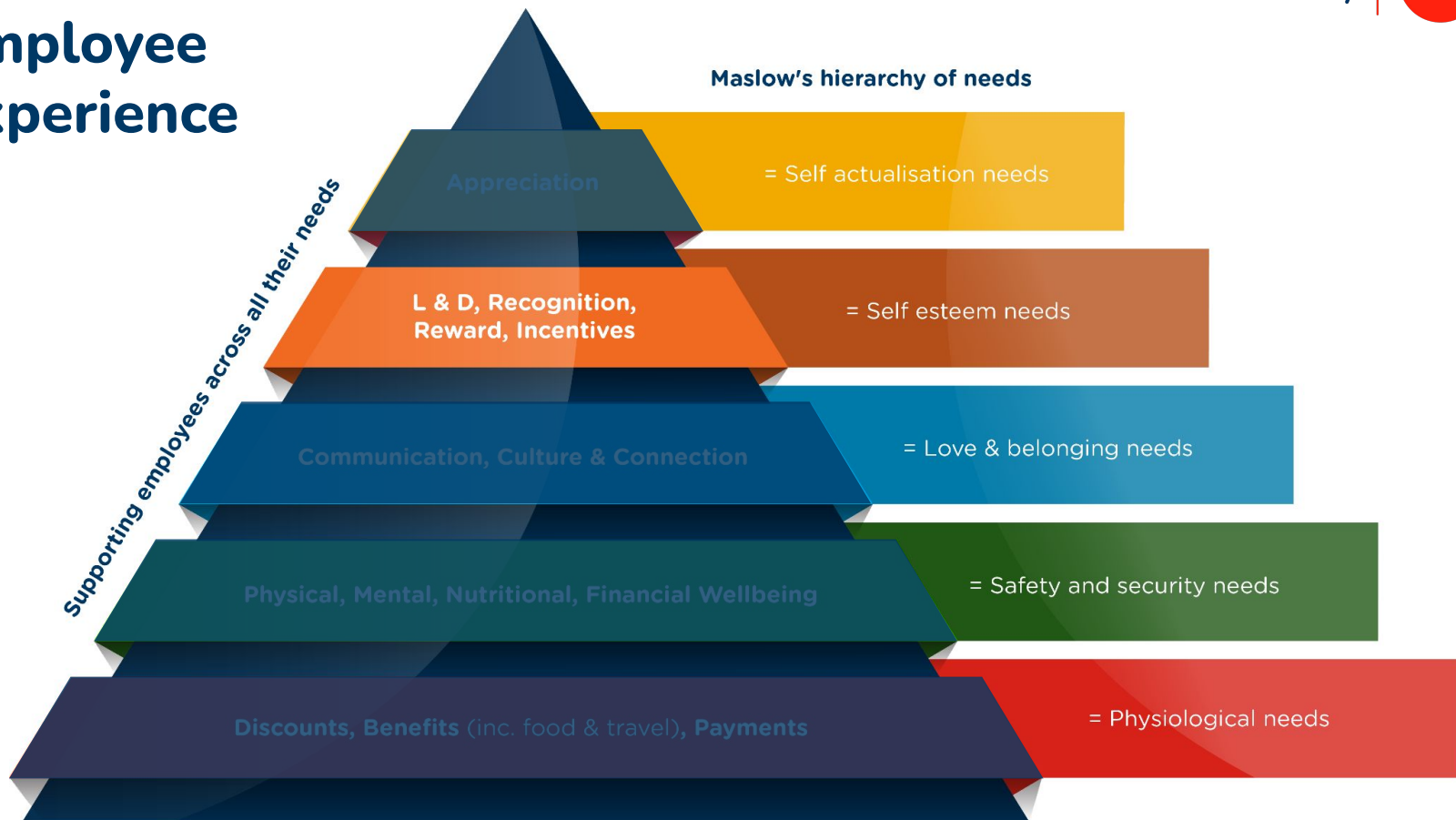


- Needed to develop their wellbeing programme and better highlight available support
- Achieved an 80% score in wellbeing satisfaction
- Contributed to reducing employee turnover rate to below the industry average

Entry-Mid Level Employees

"Those in entry-level roles feel less appreciated than senior employees."

The Total Employee Experience



How to boost development and self-esteem

1

Signpost
opportunity

2

Establish /
audit your
framework

3

Offer
development
rewards

4

Lunch with
the CEO

Empower
managers
with
recognition
tools





Count Me In - Digital Recognition &
Reward for 350 Correla employees

Go-to method for managers and employees
to thank colleagues for their hard work

£20,000 in Rewards sent and redeemed
in one year



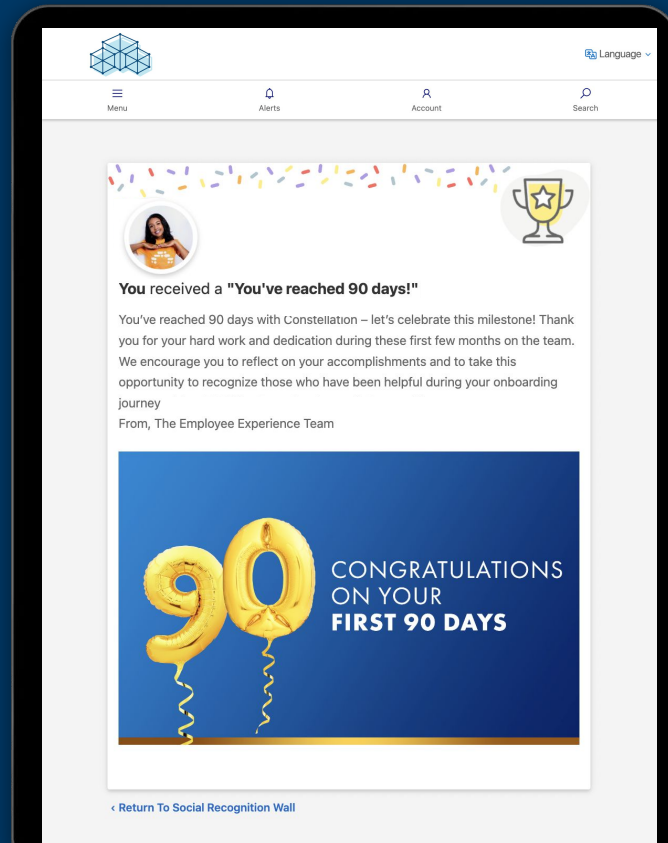
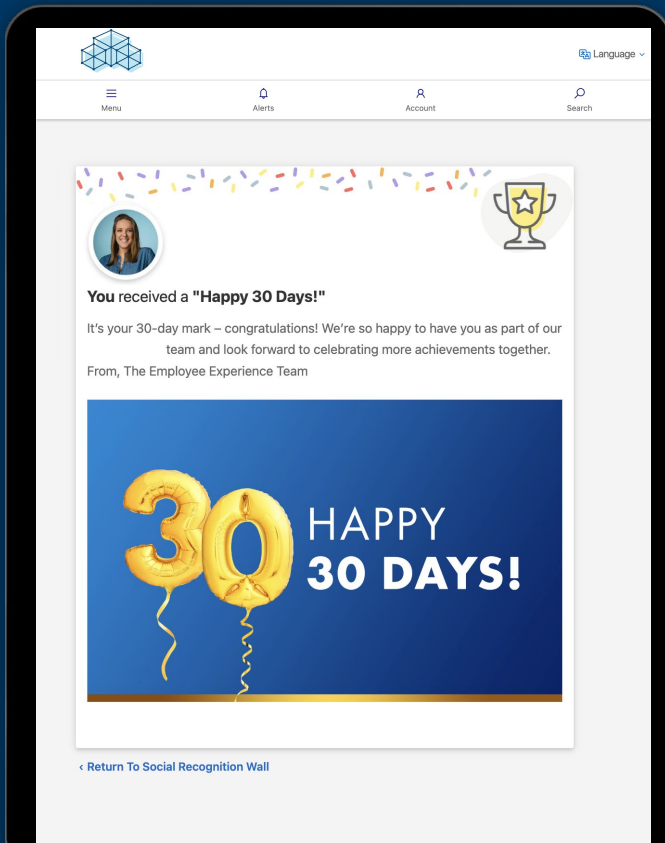
Employees aged 36-65

*"18-35 year olds feel more
appreciated than other age groups."*

The Reward Gateway | Edenred People Strategy

Moments
that Matter

Recognise the shorter milestones

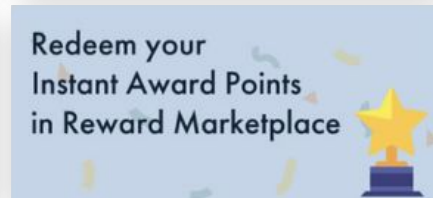
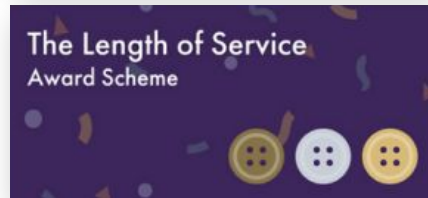
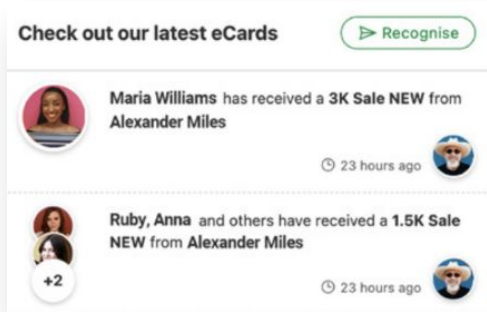


CHARLE TYRWHI

JERMYN STREET LON

Charles Tyrwhitt tied service awards into a wider Recognition & Reward programme, offering:

- **Branded eCards** for colleagues to recognise a job well done
- **Instant awards** - “Customer Star of the Month” and “Store of the Month” etc
- **Sales incentives** - “Making it Easy” awards



Women

*"Women feel less appreciated
than men."*

Establish and promote women's networks

Celebrating International Women's Day & Women's History Month: Rights. Equality. Empowerment



by **Jemella Hanson**

posted 2 weeks ago in [EPIC News](#). 5m read

[Follow blog](#)

73 followers

[Set language \(English\)](#)

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Hello Elliot,

Happy Women's History Month!!



EmpowHERment in the Workplace: A Workshop Series for Women at RGER



by **Michelle Kujawa**

posted 2 weeks ago in [boom! News](#). 4m read

[Follow blog](#)

508 followers

[Set language \(English\)](#)

[Translate](#)

EmpowHERment

Hi Elliot,

Every March, **Women's History Month** and **International Women's Day** provide a powerful opportunity to **celebrate women's achievements**, **recognise the barriers that still exist**, and **take action** toward a more inclusive workplace.

This year, we're proud to introduce EmpowHERment in the Workplace—a three-part workshop series designed to help you amplify your voice, build your brand, and overcome self-doubt so you can Own your career and drive high performance. 🎉

Flexible working

40%

of working mums in the UK are asking bosses for fewer hours in order to look after their children

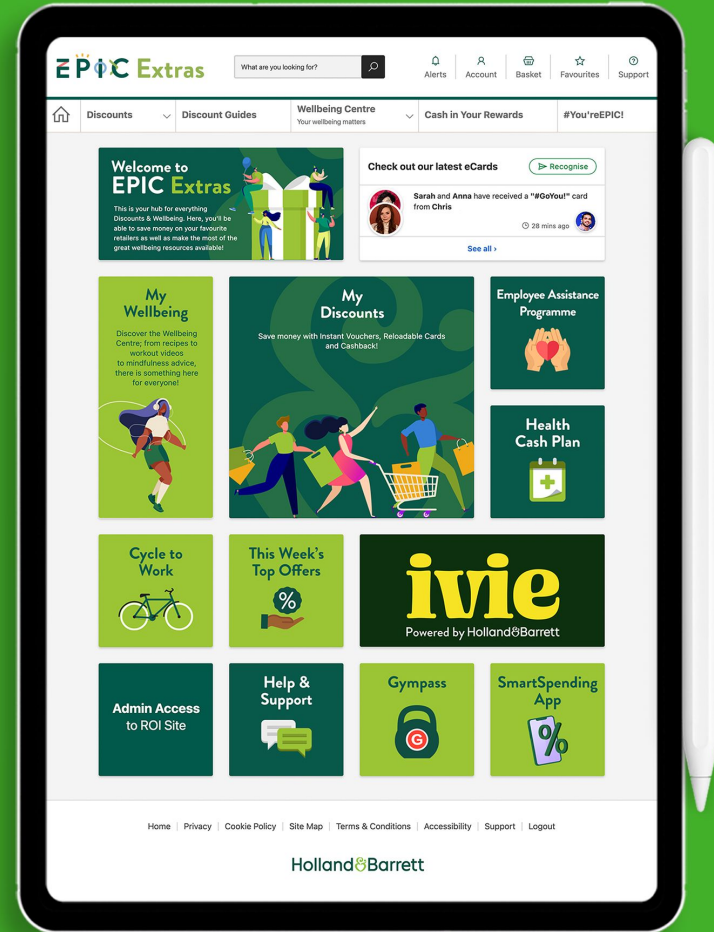
Working Families, 2024

1/10

of UK working mums are quitting work altogether

Working Families, 2024

£720,000
worth of annual leave
purchased through
their Holiday Trading
programme



How to support employees through menopause and in women's health



Education



Flexibility



Accessibility

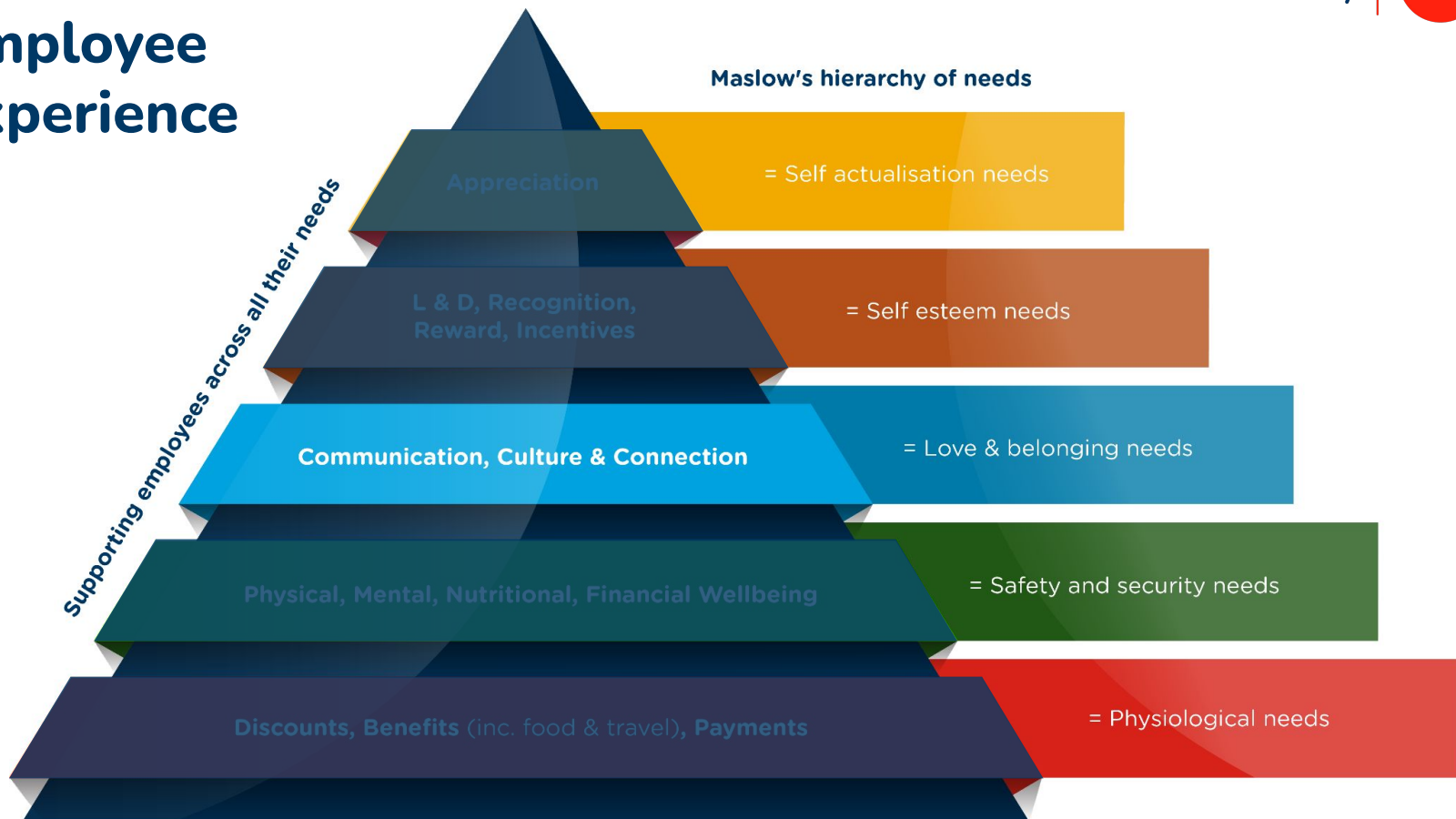


Comfort

Employees within Large Organisations

*“Employees within organisations of
over 2,500 employees typically
feel less appreciated.”*

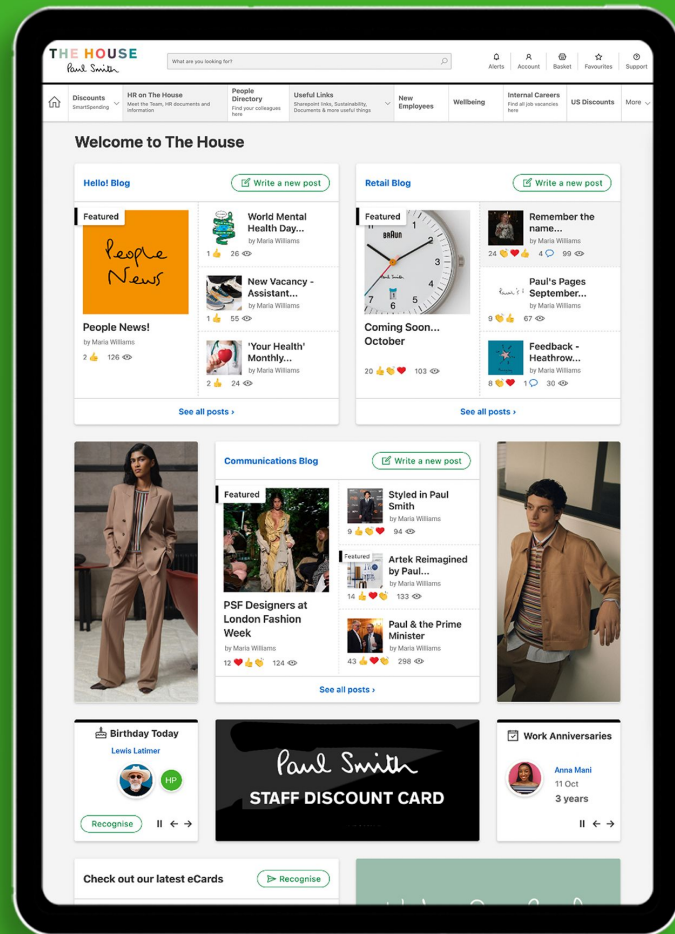
The Total Employee Experience



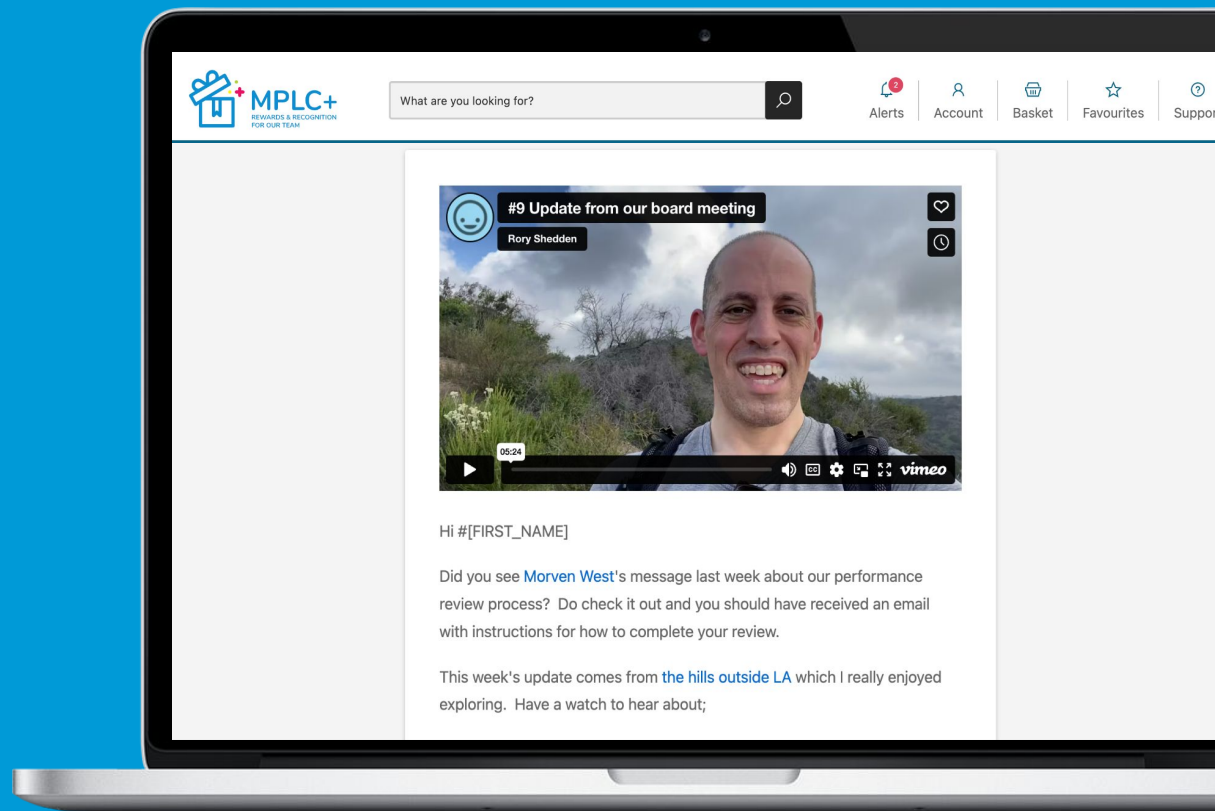
Paul Smith

Hello! Blog

- Key company updates and communications
- Weekly 'people news'
- Employees invited to contribute to the blog



Personal Leadership Updates



If you do notice bugs that need fixing, please let us know via the **#product-knowledge** Slack channel. 😊

Stay tuned for a follow up announcement on boom! and a demo in April's Product Power Hour!

Live: Internal - 4/4

Impact: Global

~~**Affect:** Client & Employees~~

Team to thank: The 3 C's Team - [Ryan Smith](#), [Angel Manchev](#), [George Yankov](#), [Angel Chushev](#), [Ventsi Boyadzhiev](#), [Aleksandar Martinov](#)



Company
wide
recognition

Offer personalisation through benefits



Cycle to Work



SmartTech™



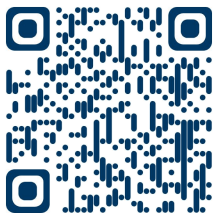
Car Benefit



Holiday Trading



**Scan the code to
Download the
Appreciation Index**



Or visit rg.co/index



The Appreciation Index

Making the invisible visible to strengthen
culture and drive performance



Q&A

