3 PRINCIPLES THAT DRIVE EMPLOYEE RECOGNITION RESULTS

There’s an art to creating and maintaining successful employee recognition programs. Learn why science should be at the forefront of your program.

Science serves as a solid foundation for building a business’ employee recognition efforts. At Maritz Motivation, our scientific strategy doesn’t neglect the importance of a personal touch. Using data to inform the process, we provide actionable insights that drive real results. See how our strategy rapidly improved the employee recognition programs for three of our clients.

1. PRINCIPLE 
   SHARED IDENTITY

   **SCIENCE APPLICATION**
   Anchor in purpose and values
   In order to quickly connect new employees to the company’s values of collaboration and recognition, we used the principle of shared identity. We sent emails to new hires that provided clear directions for recognizing coworkers and accessing the program website.

   **OUTCOME**
   New hire website visits jumped by 22% following the email. Soon after, the company began sending employees similar email communications every quarter.

2. PRINCIPLE 
   SOCIAL REWARDS

   **SCIENCE APPLICATION**
   Connect by celebrating achievements
   Employees were rewarded for submitting five or more peer recognitions within a week in order to encourage stronger connections between coworkers and create a more meaningful company culture.

   **OUTCOME**
   Recognitions increased 500% during the month-long campaign, from an average of 40 recognitions per day to 240.

3. PRINCIPLE 
   PROGRESS FEEDBACK

   **SCIENCE APPLICATION**
   Hook employee attention
   We sent out personalized emails with employee names and point balances in the subject line. This served as a way to increase exposure to branded program materials and encourage the perception of point redemption as a tangible representation of work achievements.

   **OUTCOME**
   Nearly 10,000 site visits and $800,000 in redemptions attributed to the campaign’s success. This application moved employees from passively accumulating points to actively engaging with the program.

ABOUT MARITZ MOTIVATION
Maritz Motivation takes a holistic approach to helping businesses build cultures that attract, engage and retain employees. Leveraging our unmatched expertise in behavioral and data sciences, we offer a broad range of professional programs and award-winning technology platforms that creates value for companies around the globe. Just let us help you unlock the potential for the people who matter to your business.

Visit maritzmotivation.com for more information on motivating your workforce.