

# 3 Principles That Drive Employee Recognition Results

There's an art to creating and maintaining successful employee recognition programs. But there's a lot, lot more science.

**And it's the science**—proven and effective behavioral science principles—that has to serve as the solid foundation for your employee recognition efforts.

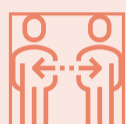
That's what Maritz Motivation Solutions preaches, but we'll also help you practice it by translating behavioral and psychological constructs into **actionable, applied design principles**.

Here's how it worked for three of our clients' employee recognition programs, with **rapid and dramatic results**.



**INDUSTRY**  
HEALTHCARE

**BUSINESS CHALLENGE**  
Increase awareness of employee recognition program among new hires



## PRINCIPLE SHARED IDENTITY

Shared identity connects the employee experience to the company's purpose and values, instilling a sense of belonging and inspiring commitment and support

**SCIENCE APPLICATION**  
*Anchor in purpose and values*

To immediately connect new employees to the company values of collaboration and recognizing success large and small, an email providing clear directions for accessing the program website and recognizing coworkers was sent very early in their tenure.

**OUTCOME**  
**Visits to the website** from new hires **jumped 22%** following the email. This was considered so successful that similar emails are now sent every quarter.

**22%**  
increase  
in site visits



# 2

**INDUSTRY**  
FINANCIAL  
SERVICES

**BUSINESS CHALLENGE**  
Increase peer-to-peer recognition following transition to new platform



## PRINCIPLE SOCIAL REWARDS

Social rewards deliver on the human desire for connections with others, activating positive emotions in the brain the same way a cash gift would

**SCIENCE APPLICATION**  
*Connect by celebrating achievements*

Employees were rewarded for submitting five or more peer recognitions within a week, creating more connections with coworkers and building meaningful, positive relationships.

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

**500%**  
increase  
in peer-to-peer  
recognition



# 3

**INDUSTRY**  
HOSPITALITY

**BUSINESS CHALLENGE**  
Increase redemption of stored points to reinforce the crucial connection between reward experience and employee value to the organization



## PRINCIPLE PROGRESS FEEDBACK

Progress feedback communicates progress on meaningful work, contributing to satisfaction and maintaining momentum and motivation

**SCIENCE APPLICATION**  
*Hook employee attention*

Personalized emails with the employee's name and point balance in the subject line were sent, exposing them to more branded program content, encouraging redemption of rewards that tangibly represent their success, and moving them from passive accumulation to active, engaged participation.

**OUTCOME**  
Nearly **10,000 site visits** and **\$800,000 in redemption** attributed to the campaign.



Personalized emails



**\$800,000**  
Redeemed

The **keys to effective employee recognition** programs aren't always evident at first glance.

For more ways to invigorate your employee experience using the power of behavioral science, visit

[maritzmotivation.com/employee-engagement](http://maritzmotivation.com/employee-engagement)



Maritz Motivation Solutions has been a global leader in employee engagement for over 75 years. Our CultureNext® solution empowers employees to transform their organizations into amazing places to work.

The CultureNext employee engagement platform provides a comprehensive, next-generation approach to the entire employee lifecycle. Leveraging insights from behavioral and decision sciences, CultureNext facilitates building a purpose-driven and value-centric culture, monitoring it continually through surveys and listening programs, and then converting measurable data into specific action plans for achieving here-and-now business goals—all in a single solution.