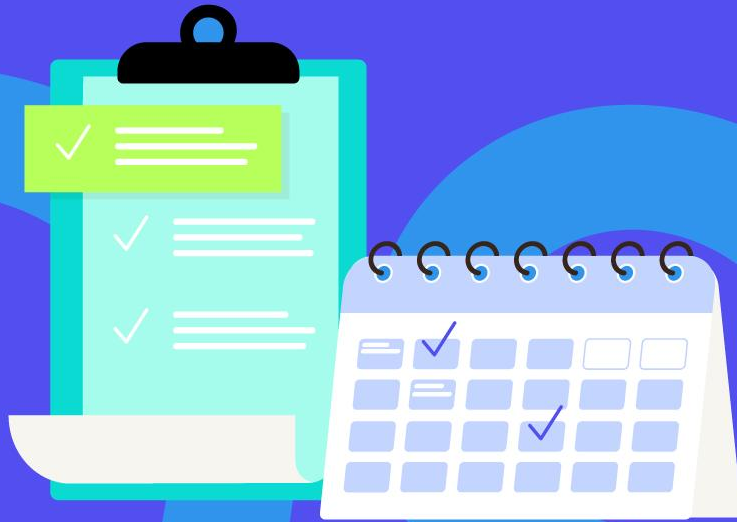




How to Celebrate Employee Appreciation *Every Day*

worktango

Agenda



- The Importance of Appreciation
- Employee Appreciation Best Practices
- Appreciation Feature Highlights
- Appreciation Program Ideas
- Q&A

01

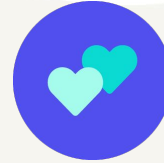
The Importance of Employee Appreciation

Why Recognition Matters?



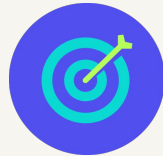
Retention

Employees who are recognized are almost **6x more likely to stay at their jobs** than those who aren't.



Engagement

Employee recognition and appreciation **increases engagement by 41%**.



Profitability

Companies that excel at employee recognition are **12x more likely to generate strong business results** than their peers.



Performance

A well-designed rewards & recognition program can drive an **11% increase in average employee performance**.



Productivity

90% of workers say that recognition **motivates them to work harder**.



Customer Satisfaction

41% of companies that incorporate peer-to-peer recognition have seen a **positive increase in customer satisfaction**.

The Benefits to Your Employees

1. **Peer-to-Peer Recognition:** Boosts teamwork, fostering strong internal relationships
2. **Motivation and Satisfaction:** Valued contributions elevate morale and job satisfaction
3. **Remote Team Recognition:** Connects and acknowledges employees, regardless of location
4. **Growth Opportunities:** Incentives drive skill enhancement and professional development
5. **Values Alignment:** Recognize contributions that resonate with company culture and mission

02

Employee Appreciation Best Practices

Appreciation Drivers for Admins



Offer a wide range of Incentives to drive higher employee engagement

Tip: Set some time on your calendar each month to draft new Incentives



Incorporate WorkTango into your company culture

Tip: Share your organization's vision for the platform and why you've invested in WorkTango



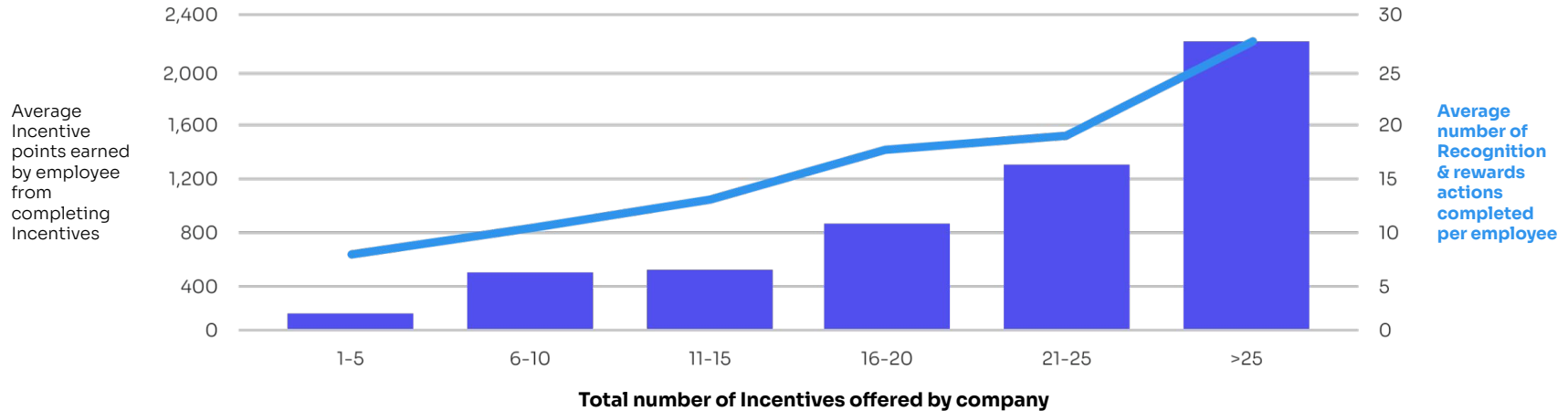
Encourage managers to recognize their teams (and often)

Tip: Incentivize and empower your managers to leverage the resources available to them

Offer a wide range of Incentives. Load up the Incentives tab with at least 25 different incentives to maximize engagement.

Employees of companies who offer **25 or more Incentives** in the WorkTango platform complete **83% more actions** in the platform than companies who offer only 1-5 Incentives.

User Recognition & Rewards Platform Engagement by Incentive Points Earned



Total number of Incentives offered by company

Dataset is 950,000 WorkTango Recognition & Rewards users

Employee Appreciation Toolkit

[Click here to access the full kit](#)

1. Essentials Checklist
2. Office Poster
3. Recognition Cards
4. Comprehensive Guide

*Recognition cards are available both in print and digital formats

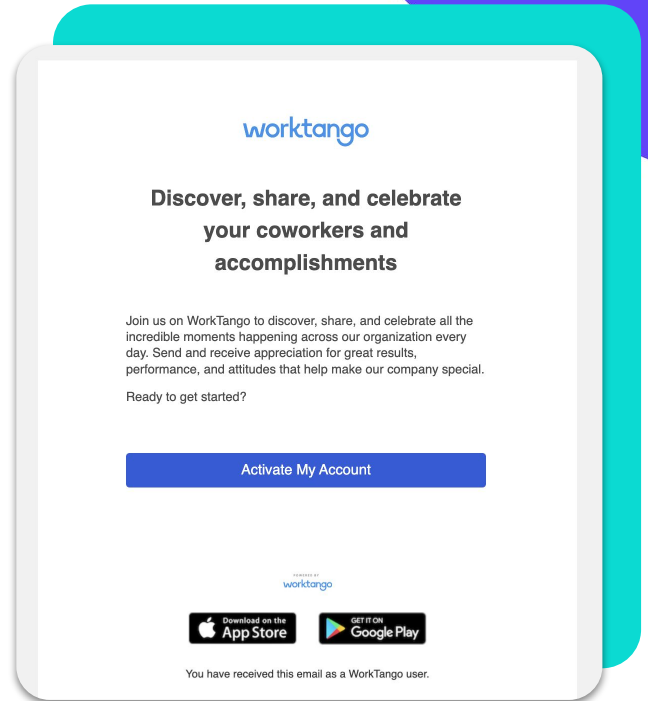


User Activation Emails

Analyzing activity in the platform is a great first step, but how can you reignite the interest of employees who are currently inactive?

The “Welcome to WorkTango” Email

Admins can effortlessly send login emails to employees who have yet to engage with WorkTango and invite them to explore. By fostering inclusivity and encouraging engagement early, this feature drives **higher adoption rates**, elevates employee engagement.

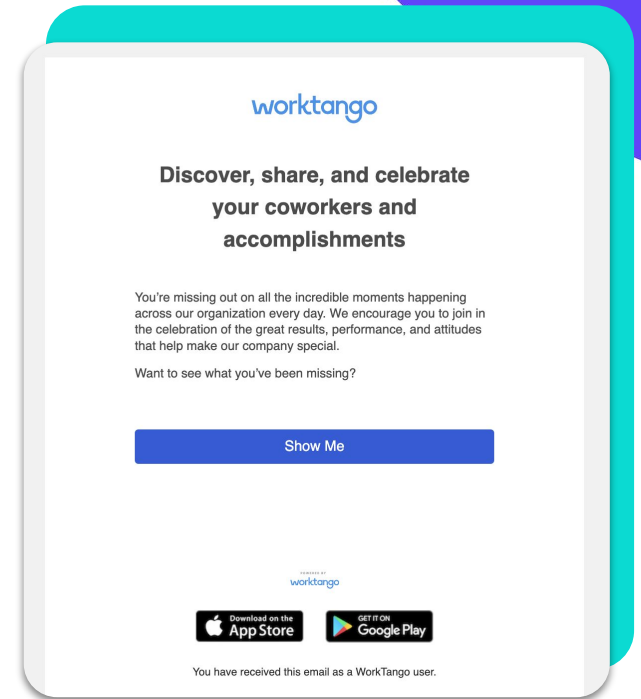


User Activation Emails

The “Your Team Misses You” engagement email

We recognize the need to nudge employees who haven't had any activity within a specific time period. That's why we're going beyond just invitations and providing you with a powerful automation to send engagement emails.

By proactively reaching out to these individuals, you can reignite their interest, encourage platform usage, and **drive higher levels of engagement**.



User Activation Emails

worktango worktango Exit admin mode

Admin Dashboard

COMPANY

- Activity Feed
- Branding
- User Management
- Terminology
- Dashboards**
- Budget
- Celebrations
- Incentives
- Recognition
- Recognition activity
- Rewards
- User activity

User activity

Send welcome email Send engagement email

All employees	98	Employees with activity	100.0%
All non-managers	69	Non-managers with activity	100.0%
All managers	29	Managers with activity	100.0%

Reset Apply changes

DATE_RANGE: 2/01/2023 - 2/01/2024

EMPLOYEE_STATUS: ACTIVE

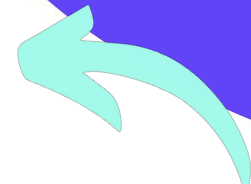
DEPARTMENT: All selected

LOCATION: All selected

COUNTRY: All selected

MANAGER: All selected

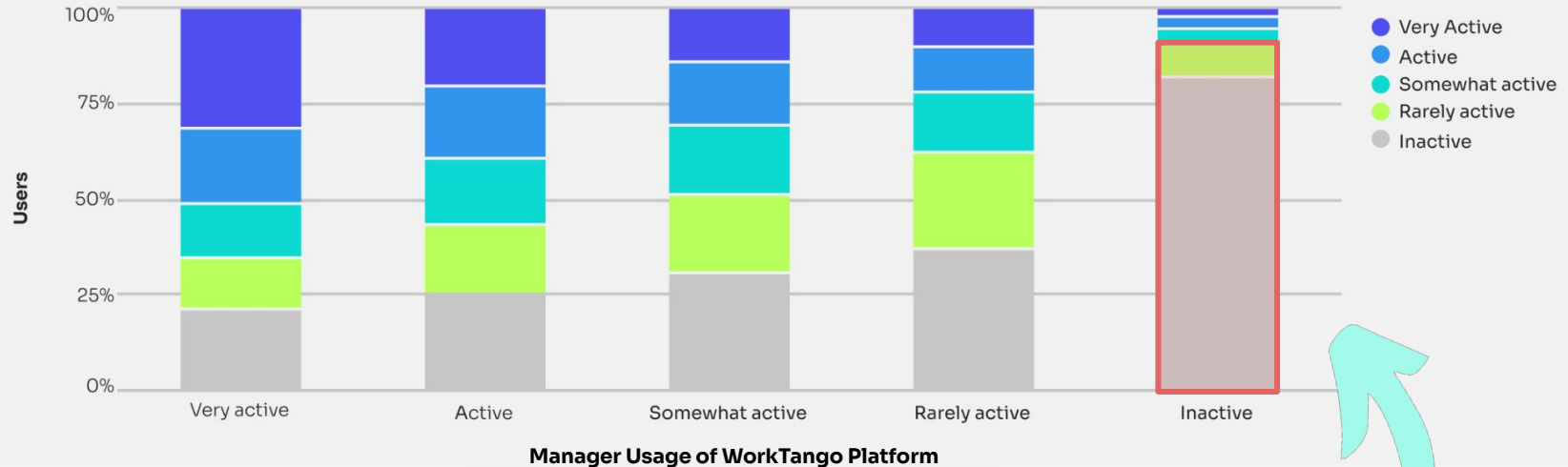
Employees with activity by month



The user activation emails are easily accessible and can be sent via the **User Activity Dashboard**.

Engaged Managers = Engaged Teams

R&R Engagement Activity By Manager's Engagement



Dataset is 950,000 WorkTango Recognition & Rewards users

When Managers are not active in WorkTango,
91% of their direct reports are also rarely active or inactive.

Manager Engagement is Key

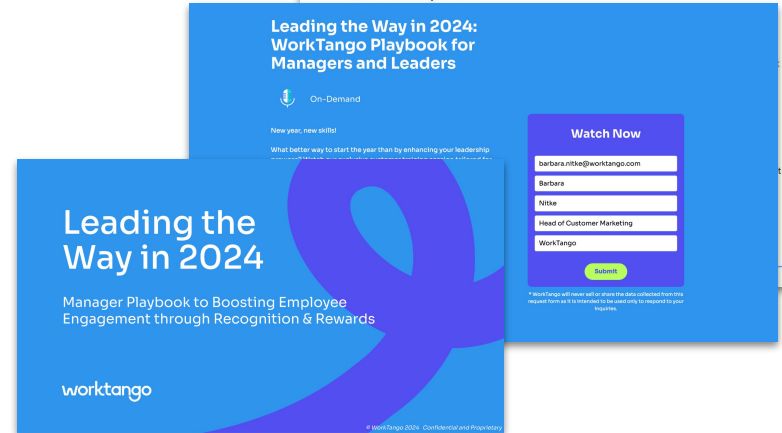
Share the WorkTango Manager Toolkit, including:

1. [On-demand Manager Training](#)

👉 Hint: Leverage [training slides](#) for your own team meetings with Manager platform tips, best practices, and why manager engagement matters!

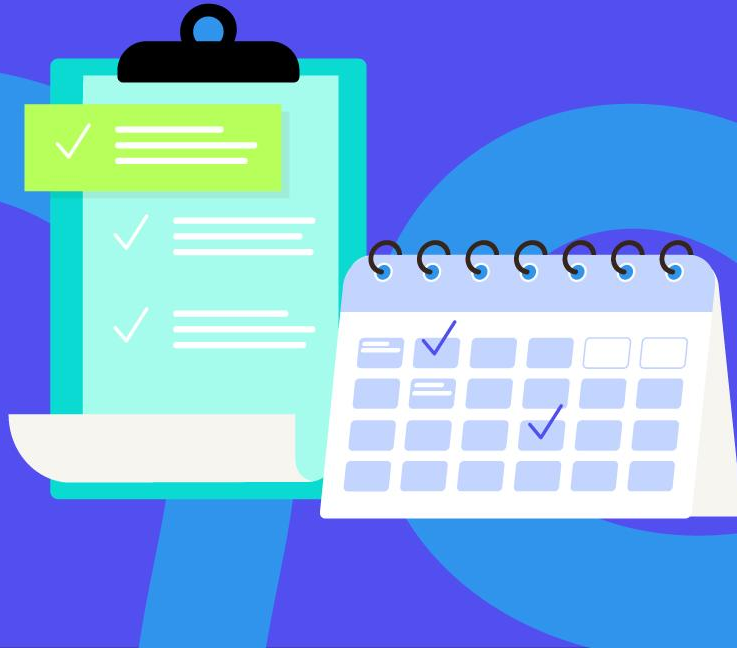
2. [Manager Top Tips](#)

3. [Manager Best Practices Guide](#)



03 Appreciation Feature Highlights

Feature Highlights



How to appreciate employees each and every day using WorkTango

1. Recognition
2. Incentives
3. Nominations & Awards
4. Special Recognition
5. Pinned Recognition
6. Surveys & Insights

Recognition

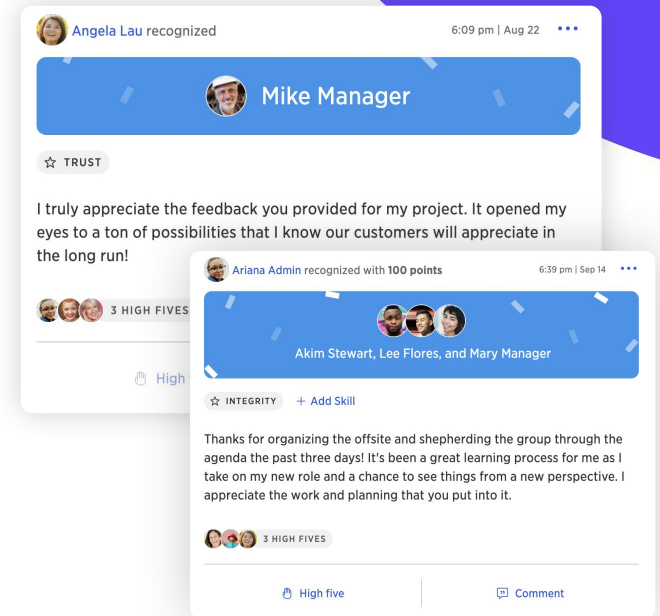
Don't underestimate the **power of recognition!**

Recognition sets off a powerful chain reaction:

- Higher engagement levels lead to more motivation, **improving performance overall**

By promoting employee recognition **365 days a year**, organizations:

- Create a supportive workplace environment
- Keep current employees happy
- Attract top talent



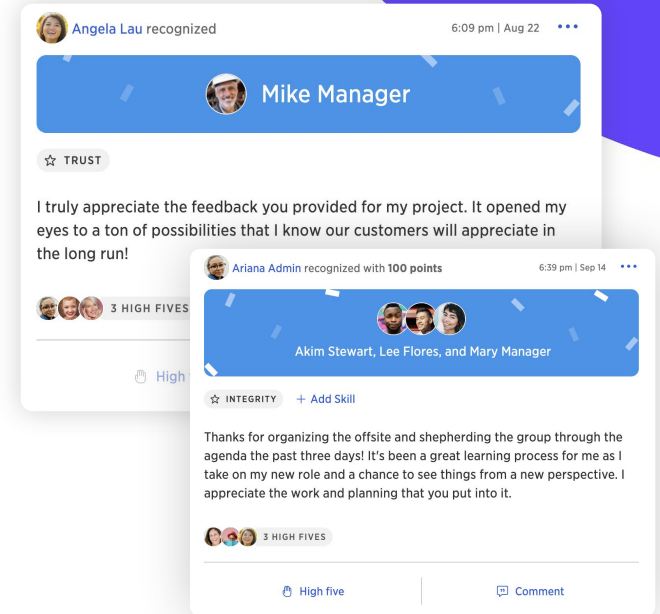
Create Meaningful Moments

The *New WorkTango* SMT Model

Be **Specific**: Note the specific actions or achievements that warrant recognition.

Make it **Meaningful**: Note the significance of the accomplishment to reinforce the alignment of individual efforts with broader organizational goals.

Recognize in a **Timely** Fashion: Timely recognitions are celebrated in the moment, rather than weeks later when focus has shifted.









Incentives

Incentive programs boost employee engagement and appreciation, which increase **employee retention and productivity**

Use Incentives to **express appreciation** for the desirable actions employees perform

Use Incentives to drive employee appreciation via **growth opportunities** such as:

- Coaching
- Mentoring
- Skill-building trainings
- Lunch & learns

 <p>Complete Your Quarterly Check-In Add a picture so people can find you more easily. Don't forget to fill out the rest of...</p> <p>Earn +50</p>	 <p>Give Feedback If you accept the challenge, we want you to reap even more benefits than...</p> <p>Earn +300</p>	 <p>Complete Pulse Survey Provide your feedback via the pulse survey!</p> <p>Earn +50</p>
 <p>Add a profile picture & fill out your profile Add a picture so people can find you more easily. Don't forget to fill out the rest of...</p> <p>Earn +50</p>	 <p>Be an Onboarding Buddy to a new... If you accept the challenge, we want you to reap even more benefits than...</p> <p>Earn +300</p>	 <p>Read Company Code of Ethics As part of your on-boarding experience you will be expected to read...</p> <p>Earn +50</p>

Nominations & Awards

WorkTango's in-platform nomination capabilities make it easy for employees to **celebrate their peers**

Create nomination forms that **highlight core values**, business goals, and/or company culture

Give employees the opportunity to **earn Awards** they can feel proud of, even if its a silly one!

The screenshot displays a nomination card for Cassidy Jones for the 'Helping Hand Award (January)'. The card features a profile picture of Cassidy Jones, her name, and the award title. It shows 3 nominations and lists core values: 'Above and Beyond (3)'. A list of nominees is shown, including Cassidy Jones (3 nominations), Keesha Smith (1 nomination), Angela Lau (1 nomination), Mike Manager (1 nomination), and Mary Manager (1 nomination). A post from Ariana Admin dated February 3, 2023, describes Cassidy's contribution to a new process. A 'Skills' section lists 'Above and Beyond'. A separate 'Helping Hand Award (January)' card shows Cassidy Jones as the winner. The interface includes a 'Nominees' dropdown menu and a 'Most Nominations' filter.

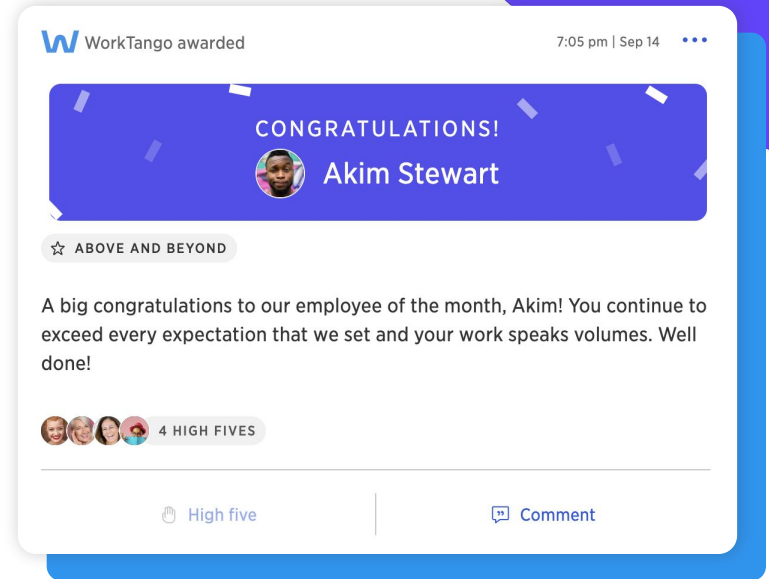
Special Recognition

Perfect for those times where an employee or team go **above and beyond** the realms of brilliance traditional recognition supports

The unique traits of a Special Recognition allow the post to **stand out**:

- Uses your secondary color
- Post is a bit larger
- Has a “Congratulations” message
- Is sent directly from the organization

The best way to provide **spot bonuses** or reward the winner(s) from a nomination form



Friendly Reminder: Special Recognition will use the icon logo and Company name found under Branding > Site design via the admin dashboard. Be sure it's up to date!

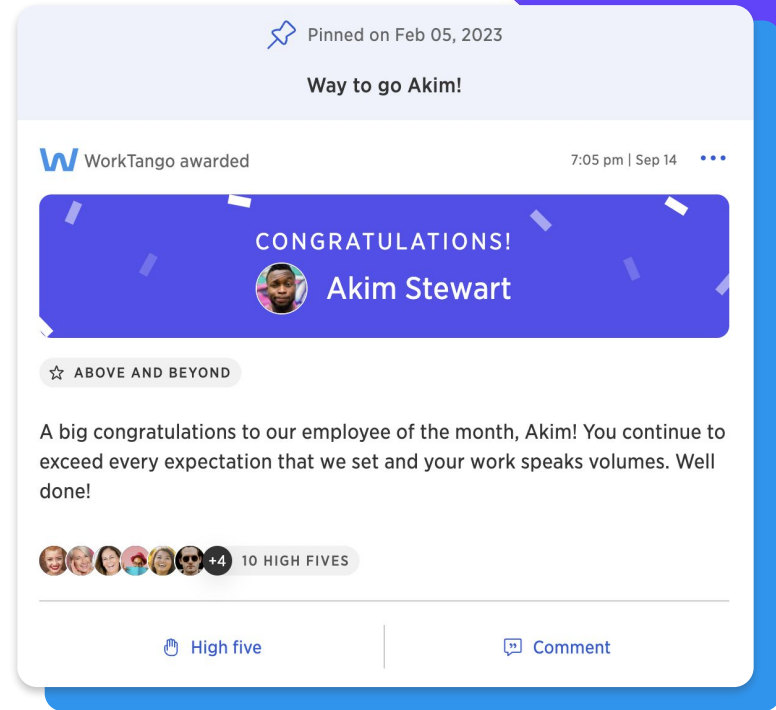
Pinned Recognition

Use Pinned Recognition to temporarily place recognition(s) at the **top of activity feed**

Pinned Recognitions become a **high-five magnet!**

Use Pinned Recognition to **shine a spotlight** for a variety of uses:

- Promote programs or initiatives
- Highlight amazing, effective recognition
- Give award winners extra time to shine!



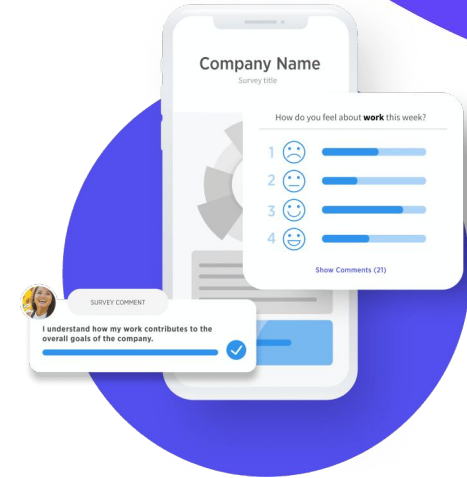
Employee Surveys

Collecting direct feedback from employees about their preferences for recognition will provide your HR team with helpful insights for planning events like Employee Appreciation Day celebrations at your company.

Knowing **employee preferences** will also help your team integrate continuous recognition into daily workplace practices even beyond Employee Appreciation Day.

Consider conducting a survey to gain insight into what employees would **find most rewarding or meaningful** in terms of recognition on Employee Appreciation Day as well as throughout the year.

👉 Hint: Did you know that WorkTango has a Surveys & Insights platform that can be an efficient and effective way to collect employee input?



“

We use Surveys to find out what is most important to our team members. We ask them, **“What actions do you want to earn points for?”** We started a Book Club, and so there’s an incentive for reading a book. Mental wellness is important to our employees, so there is an Incentive for prioritizing that. **We use Surveys to help the organization figure out what matters to employees, and then load those actions up in the platform.**

Schoox, WorkTango Customer

04 Appreciation Program Ideas

Idea #1

Manager Recognition



1. Ask managers to write a personalized recognition for **each of their team members** on Employee Appreciation Day, Friday March 1st.
2. For example: “I appreciate_____because_____” where the manager would provide a **meaningful reason** describing why they appreciate this person on their team.
3. Personalized recognition is vital to demonstrate a genuine appreciation to unique contributions.
4. Expand this idea past Employee Appreciation Day! Encourage managers to set time aside each week to send recognition!

👉 Hint: Remember to share the SMT recognition model and perhaps layer in some healthy competition

Idea #2

Recognition Raffle



1. Select a really cool physical prize or points to raffle
2. Use “[Recognition senders](#)” reports to collect the names of employees who sent at least 1 recognition within the month.

👉 Hint: Consider a “Bonus” raffle for your top 5 senders!
3. Use a free site like [Wheel of Names](#) to present the drawing during an All hands meeting.
4. Celebrate your winner(s) in the platform and establish this raffle as an ongoing activity!

👉 Hint: For full instructions, head to our [Tips & Tricks section](#) in the Knowledge Base to find all the steps in detail!

Idea #3

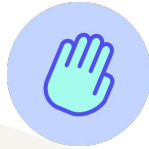
Employee Awards



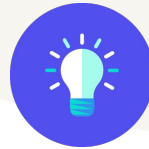
1. Select employee **award categories** that you think will best fit with your culture
 - 👉 Hint: we recommend platform activity to encourage a culture of recognition
2. Announce the winners during a **virtual or live awards ceremony**.
 - 👉 Hint: You may find some employees are bigger WorkTango Fans than others, so we recommend celebrating more than 1 and the limiting number of wins per quarter.
3. Allow winners to make a **speech** and share why recognition is important to them
4. Provide each winner with Reward Points, a trophy, or a **meaningful reward**
5. Establish these awards as an ongoing activity by including in company meetings.

Employee Award Ideas

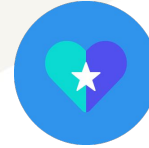
Leverage WorkTango platform metrics to select award winners and encourage a culture of appreciation through recognition and engagement.



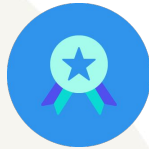
High Five Hero
Most High-Fives Given



Incentive Hunter
Most Incentives Claimed



Appreciation Champion
Most Recognitions Sent
(by non-managers)



Comment Crusader
Most Comments Sent



Leadership Luminary
Most Recognitions Sent
(by manager)

Recognition Bulk Requests

Need support from the WorkTango team for a mass import of Recognition?

1. Request a one-time invoice to cover at least 50-60% of the total dollar amount you plan to send out to your employees. Email billing@worktango.com
2. Submit request to support at customersupport@worktango.com, no later than **Friday, Feb 23** with completed [bulk recognition request template >>](#) completed

Important things to consider before:

- Complete bulk recognition request template to identify recipients, message details, and point allocation (can vary) required for the send. If recipient list exceeds **300 employees**, please include multiple sheets with 300 per sheet.
- Decide if the recognition post(s) should be private (default) or public?
- What day should the recognition be posted?
- Will you require a picture or gif in the post? (e.g. employee photo)

Thank you

Please respond to the post webinar survey!

And thank you for your hard work, dedication and for making every place a great place to work!

worktango

