

BUILDING A RECOGNITION PROGRAM THAT DELIVERS ROI

What to Prioritize, Budget For, and Measure Throughout the Year

01

Start With a Recognition Calendar

A strong recognition strategy should account for key recognition moments, seasonal initiatives, and opportunities to reinforce organizational values.

What to plan for:

- Employee milestones & anniversaries
- Company-wide recognition campaigns
- Peer-to-peer & Manager-led recognition

40%

of employees say they receive recognition from leaders only a few times a year or less.

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02

Invest in What Makes Recognition Meaningful

Budgeting should cover the full recognition experience—not just rewards—including technology, strategy, communications, manager support, measurement, and meaningful rewards.

Where to invest:

- Program Strategy
- Technology & Accessibility
- Meaningful Rewards
- Communication & Optimization

46%

of senior leaders say they don't know what percentage of their payroll budget is allocated to recognition.

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03

Measure the ROI of Recognition

Focus is moving beyond participation metrics to connecting recognition to meaningful business outcome.

KPIs to track:

- Participation & Engagement
- Recognition Frequency
- Manager & Peer Participation
- Retention

A 10,000-person organization with an already engaged workforce could save up to

\$16.1 million annually

in turnover costs by making recognition an important part of its culture.

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