



HOW TO MASTER
Employee Recognition

YOUR GUIDE TO EXPRESSING APPRECIATION



INTRODUCTION

Over the last few years, so much has changed about the ways in which we work and connect with each other. Whether in the office or from home, finding the best way to engage with team members is harder than ever before. However, the act of recognizing others has the power to increase employee morale, retention, and productivity and ultimately create a greater sense of connection within teams.

Employee recognition is the timely acknowledgment of a person's behavior, effort, or business contribution that supports an organization's goals and values. And while this can take many forms, it is essential that managers and leaders find ways to prioritize expressing appreciation.

In an effort to help you master recognition and better achieve your business goals, we surveyed over 300 respondents and compiled their thoughts and opinions into one easy guide.

Recognition means being seen, valued, and appreciated. It's important for any employee to have, whether small or large.





RECOGNITION INCREASES RETENTION

Over 78% of respondents say feeling recognized at work is either “Extremely Important” or “Very Important” when it comes to their decision to stay with the company.

Showing appreciation and gratitude for your team members can make a big impact on the success of your business. It can also be a key factor in an employee’s decision to stay with the company. That’s why it’s important to give frequent and timely recognition throughout the year, not waiting until an employee’s annual review.

78%

say feeling recognized at work is either
“Extremely Important” or “Very Important”

It's really important - if you feel like you're not valued and no one ever recognizes the hard work you put in, it's demoralizing and makes people want to leave.



Who do employees want recognition from?

47% **27%** **21%**

Senior Leadership

Immediate Manager

Peers/Colleagues

EMPLOYEES WANT TO FEEL RECOGNIZED BY THEIR SENIOR LEADERS

While daily feedback and thank you's are important to receive across the company, overwhelmingly, employees value recognition from senior leadership - more so than peers or direct managers. Receiving a shoutout or a message of gratitude from a member of the leadership team not only reinforces the values of the organization but has a big impact on the recipient.

Recognition goes beyond just those within your own company. Respondents told us that they also value hearing from partners, customers, clients, or vendors. So while you have appreciation top of mind, don't forget to solicit feedback from your customers and partners too.

Honestly, my love language is affirmation so any kind of appreciation and recognition goes a long way. If we can normalize saying thank you even for the little things, I would be happier.



BE AUTHENTIC & ADJUST RECOGNITION PER EMPLOYEE

While very few people prefer being in the spotlight specifically (less than 8%), a majority (52%) said when it comes to recognition, they aren't picky - they just want to be recognized!

It feels good to be recognized when it's authentic and comes from the heart.

Top 3 ways people want to be recognized



A monetary reward



An unexpected gift



A simple "thank you"

Note: "Time off" was a close fourth

It's no surprise that the top way employees want to be recognized is monetarily. Nothing says "I appreciate you" and makes a bigger personal impact quite like a financial bonus or raise. However, don't underestimate the power of a thoughtful, unexpected gift. "An unexpected gift" was a close second for recognition preferences - and is often the most viable and financially accessible choice for most organizations. Pair that gift with sincere words of gratitude and affirmation, and you'll be amazed at the outcome.

Recognition should be done often. It doesn't have to be a gift each time but could be something simple like a card or personalized email.



75%

of respondents would like to receive a gift that is personalized to their interests

PERSONALIZATION IS KEY

Recipients are looking for unique, impactful and practical gifts. While it can be challenging to personalize individual gifts for larger teams, there are still many ways you can be thoughtful and intentional during the process.

Two tips we often share with our clients:

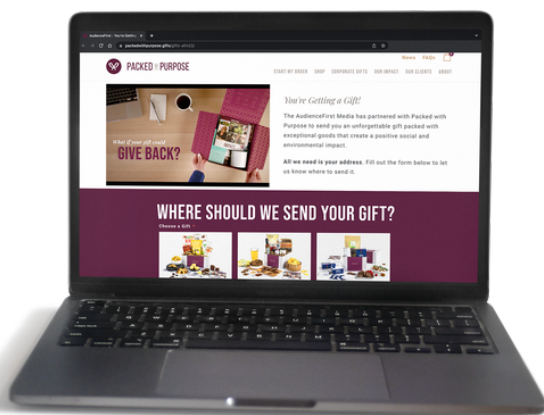
1. Choose a few gift options upfront and let your team members select their preferred gift. That way, everyone feels like their needs were met.
2. Choose a gift or gifts with broad appeal and a variety of goodies to ensure everyone can find something they love.

If you decide to send a physical gift, here are a few tips on what employees want to receive most:

A gift that...

- 75%** - is personalized to my interests
- 63%** - has a social impact
- 56%** - includes snacks, beverages or food
- 45%** - can be shared with others
- 41%** - is useful (pen, notebook, coffee mug)
- 19%** - is branded with my company's logo

Don't forget to include a personalized message - after all, that is what they will remember - because your words made them feel appreciated.



May we suggest?

Give the gift of impact. Every Packed with Purpose gift creates a positive social or environmental change.

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TOP TIPS FROM OUR SURVEY RESPONDENTS

Appreciation is good for business

"Recognizing and awarding employees for their contributions is essential for upholding and encouraging morale and increasing productivity. If you do provide tangible rewards to your employees, something they can use to support themselves or the community is best."

"Being recognized can be so simple yet makes an impact on the person receiving it. People tend to work harder when they're acknowledged."

"Recognition is important for engagement as it ensures we know our efforts are valued."

"It can truly be a leading factor in good company culture and retention."

"Everyone wants to be 'seen'. It does take a village to make things successful."

Personalization is important when it comes to recognition

"I think it's critical to consider recognition on an individual level... I have an employee that prefers recognition one on one, but not publicly on a company level. The one time I really wanted to give him a shout-out for an incredible achievement I asked his permission first and promised to keep it light-hearted and fun."

"Recognition should not be a one size fits all, so customization is key as it shows thought was put into it!"

"It should be tailored as much as possible to the recipient. Would be great if they could choose the contents of their gift basket!"

"Unexpected is always best. Words make gifts meaningful. If there isn't a note included, the recognition is lost."

63%

would like to receive a gift that has a social impact



Don't wait to show your appreciation

"When I think of day-to-day, I think a simple thank you is welcome. The larger or more impactful tasks would welcome both a thank you and something additional however big or small."

"Recognition should be spontaneous, not just at review time."

"Recognize those who help you to accomplish your day-to-day tasks, even with a simple thank you on a message board."

"There are so many ways to recognize team members, we just have to take the time to do it."

Appreciation should be backed up with policy and authenticity

"I have to say that I've been at so many jobs when recognition is verbal and nothing else. After a while, it gets demoralizing. What I mean by that is getting told countless times 'wow, you did a great job on this!' is great at first but when it doesn't result in something real (i.e. promotion, money, other incentives) it starts to feel worthless. Praise is important but 'put your money where your mouth is' rings truest here."

"I truly think the best way companies can appreciate their employees is actually having policies that recognize and support their lives: comprehensive paid parental leave from 12-16 weeks, minimum 2-week paid bereavement leave that includes 'loss of a pregnancy at any stage' in the policy, unlimited PTO accrual, the ability to flex work hours if needed and a bonus would be partial childcare reimbursement. If you don't have anything close to that and you are just giving people a pen and a notepad it hits like an empty gift."

To be most impactful, take the time to put into words why you're sending the recognition. I always say that the greatest real estate is the message card itself - it's the chance to really spell out why you're thankful or thinking about someone, and that's the most important piece.

- Leeatt Rothschild, Founder & CEO | Packed with Purpose



Connect with an expert

Give the gift of impact. Get in touch with our Gift Concierge to send personalized gifts to your employees. **Connect today ->**

We hope you can leverage these insights the next time you thank your employees - and as support for a long-term employee appreciation strategy. Employees are seeking authentic recognition from senior leadership that acknowledges their work in a personal manner. Regardless of the ups and downs of business, taking the time to thank your employees will pay back in the near-term and long-run - from increased retention to improved morale to ultimately a welcoming workplace culture.

You can put your new strategy into practice this Employee Appreciation Day, Friday, March 3, 2023, with a monetary reward, an unexpected gift, or a caring note of thanks.

Whatever you choose, it will be appreciated.

Recognition seems more important than ever to employees this year as the pandemic and remote work have driven a sense of isolation, invisibility and less frequent connection with peers and colleagues. Recognition helps drive culture and connection even when we can't be together.



ABOUT PACKED WITH PURPOSE

Packed with Purpose is a Certified Woman-Owned business that embeds social and environmental impact into the everyday act of gift giving. Since its launch in 2017, their distinctively curated gift boxes have delighted recipients, showcased company values, and strengthened relationships with employees, clients, prospects, families and friends.

Packed with Purpose's thoughtful, hand-selected and sustainable gifts source products from over 140 purpose-driven organizations that positively impact more than 750,000 lives across 33 states and 16 countries. From preserving the

environment, to investing in womendiverse-owned businesses, to employing adults with barriers to employment, these gifts transform lives and communities.

Packed with Purpose gifts provide recipients a unique gifting experience unlike any other. A dedicated Gift Concierge team ensures a seamless ordering process, including personalization and customization, backed by an "Always Make it Right" pledge.

Discover why the nation's leading brands choose to send gifts that are Packed with Purpose. Amplify your impact today.

