



Great Place To Work®

Customer Action Guide

Employee
Appreciation
Day

Great Place To Work® research shows that when employees feel recognized in a meaningful way, they're more engaged, motivated, and committed to staying with your organization.

A consistent approach to recognition is key to driving productivity, and specific forms of appreciation drive organizational agility.

Your Trust Index™ Survey data can help you make informed decisions about how your recognition strategy can better drive performance.

If you are an **Analyze or Accelerate** customer, you already have full access to your Trust Index Survey results and can apply the recommendations outlined in this guide.

If you do not have full access and would like to learn more, contact us at hello@greatplacetowork.com to explore your options.

01

Start with your Trust Index Survey data

If you've completed your Trust Index Survey, your results module contains key data on how valued and appreciated your employees feel at work. Understanding this data can empower you to make more impactful decisions that influence your people's performance.

To start with a high-level assessment of recognition at your company, go to your survey results module, find your scores on the following statements, and record them in the chart to assess where you stand.

Statement	Typical U.S. employees <small>*2023 normative study</small>	Great Place To Work benchmark	Your score
Everyone has an opportunity to get special recognition.	63%	81%	
Management shows a sincere interest in me as a person, not just an employee.	60%	82%	
People celebrate special events around here.	57%	86%	
We celebrate people who try new and better ways of doing things, regardless of the outcome.	57%	80%	

Assessing your recognition strategy effectiveness

It's likely that compared to these benchmarks, your company has some statements that are stronger than others: This tells you which areas of your recognition strategy are faring better relative to one another. Different elements of your recognition strategy also drive different aspects of your company's performance, so you may prioritize one over the other, depending on your business needs.

1.5x more likely

Employees who feel that everyone has an opportunity to get special recognition are 1.5 times more likely to report that people are willing to give extra to get the job done.

For example, fairness of recognition is the most important for **fostering productivity**. That means that if managers want to encourage discretionary effort, it's typically more important to make sure that recognition is being distributed fairly to everyone rather than doubling down on recognizing only the highest performers.

3x more likely

Employees who feel celebrated for trying new things – regardless of the outcome – are 3 times more likely to feel that people at their company adapt quickly to change.

If you're looking to help your company become more **agile**, it's most important to recognize people who try new and better ways of doing things. This very specific form of recognition is part of the "secret sauce" that allows the most innovative companies – like Wegmans and NVIDIA – to stay ahead of the curve.

02

Share and analyze your results

Your Trust Index Survey results show where your organization stands in fostering a positive and supportive workplace. By comparing your results to the typical U.S. workplace and the typical Certified workplace, you were able to get a high-level understanding of which elements of your recognition strategy are stronger.

You may have enough data to take action on now, but there's always more to learn if you want to dig deeper. The more you learn, the more targeted, lean, and effective your action plans will be.

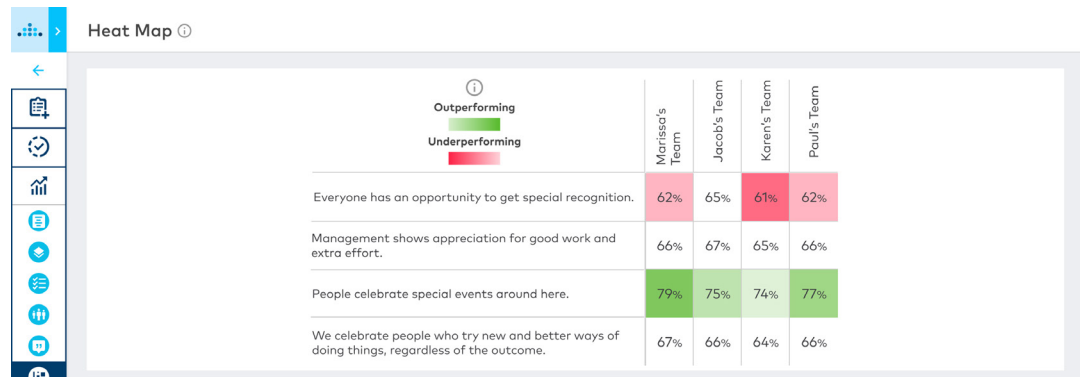
If you have multiple years of data, analyze trends to see how people's experiences of recognition have changed. Can you align data shifts to specific programs or practices, or events that happened in your company? Are there parts of your recognition strategy that are on a downward trend and might need correcting? Are there upward trends that indicate successes that should be celebrated and continued?

You can also use Emprising's demographic features to pinpoint where in your organization your recognition efforts will be most impactful. One must-view demographic is **Tenure**, because new and veteran employees often have such different experiences and expectations around recognition.

The fastest way to get a detailed view of recognition for **Tenure** or any other demographic is in Emprising's heatmap: If you have multiple years of data, analyze trends to see how your efforts are impacting employee satisfaction and trust in leadership.

Collecting information about the employee experience based on the groupings that matter to your business enables you to create a heatmap that helps identify areas for improvement.

Use heatmaps to segment results by department, role, or other relevant factors. This will help you pinpoint teams excelling in recognition and areas that need additional support, ensuring every employee feels valued.



Recognition gaps across **employee tenure**

If you see inconsistent experiences of recognition at different tenure ranges, review how recognition is built into your employee life cycle. For example, if your veteran employees are scoring lower, consider doing more to recognize years of service. At most organizations, employees in the two- to five-year tenure range experience a lull in recognition where they aren't quite "new" and not yet a "veteran."

Recognition disparities across **organizations**

At many companies, how employees experience recognition also depends on where in the organization they sit. For example, some managers may be "rock stars" whose teams have a much better experience of recognition because of it. With Emprising's custom demographic features, you can get a more detailed view into employees' experience depending on things like their manager, role, work location, or department.

Learning from recognition successes

If you see inconsistencies in experience depending on any of these organizational categories, focus on the positives more than the negatives. Where in the business are people most successful at recognizing their employees? What are the lessons that can be learned from those groups to replicate the experience for others?

03 Take action

After reviewing your data, you may be ready to develop an action plan and get to work on improving recognition right away. You also may feel that you're in a place where it isn't a priority, or you may be unsure whether you

should take action or not and have more questions that need answers. You also might be so thrilled with your data that you just want to share the good news!

Start action planning

Quantity matters

Part of what makes recognition challenging is that it needs to feel meaningful to the individual to be truly effective. There are no "one size fits all" solutions to recognition, so sometimes the answer is to simply add more ways for people to be recognized to cover everyone's preferences.

Consider the source

Who is giving the recognition also matters. You might have lots of HR programs that recognize people, but direct managers or peers don't do as much "on the spot" recognition. Your goal should be to create a culture where everyone – colleagues, managers, people from other teams, senior leaders, HR – consistently awards recognition.

Do it daily

The most impactful initiatives are the ones that change people's everyday experience at work. Big celebrations of special events have their place, but cannot take the place of feeling consistently appreciated by the people you work most closely with.

Target specific behavior

If you want to achieve a specific result, recognize behaviors associated with that result. For example, if you're trying to embed your organization's values more deeply in your culture, encourage managers to recognize employees who do things that embody the company's values, and name the value the employee embodied to make the connection clear.

Share data with leaders

Keep it simple

Try to present only the most critical pieces of data. Leaders are usually most interested in the story that the data tells about the company, so make sure your overall message doesn't get lost in the details.

Focus on impact

Leaders may need help "connecting the dots" on why recognition is important. Be clear not just about what you're hoping to do based on this data, but why you're doing it. Common reasons to focus on recognition are to improve retention, productivity, agility, and well-being.

Tie data to action

Whether you're implementing specific actions based on this data or not, it should inform how leaders approach recognition at your company. The message may be as simple as "we're doing an incredible job, keep up the great work," or "we're just going to keep an eye on this for now so please let us know if you hear anything," but there should always be a clear takeaway from the data that informs what leaders should be thinking about, if not something they should be doing.

Are you ready to unlock this data?

If you are an Analyze or Accelerate customer, you already have full access to your Trust Index™ Survey results and can apply the recommendations outlined in this guide.

If you would like to unlock the power of this data, contact us at hello@greatplacetowork.com to explore your options.

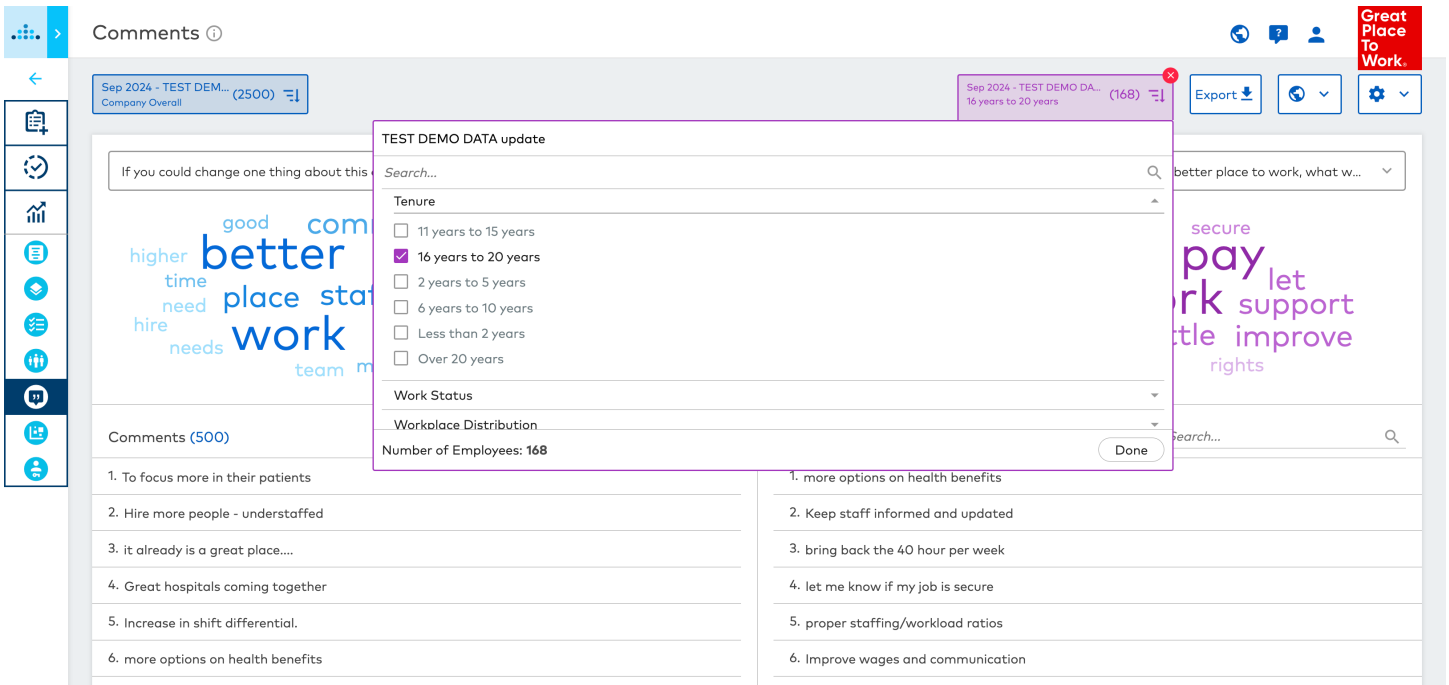
Combining data and employee feedback

If you see inconsistencies in experience depending on any of these organizational categories, focus on the positives more than the negatives. Where in the business are people the most successful at recognizing their employees? What are the lessons that can be learned from those groups so that the experience can be replicated for others?

Emprising's comments

This feature provides filtering that allows you to provide better context to employees' open responses. Without breaching employee confidentiality, you can filter to view comments depending on demographic characteristics

like tenure, or filter to view comments only from employees who aren't having a positive experience of recognition. This can help you hone in on the comments that have the feedback you're looking for.



Custom survey design

Custom open ended questions:

Custom open ended questions can be used to gather anonymous qualitative feedback on any question you'd like. A good catch-all question for improving recognition is to ask what existing programs feel the most meaningful.

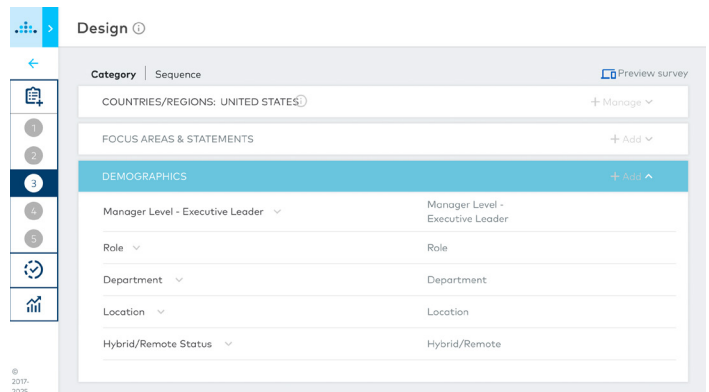
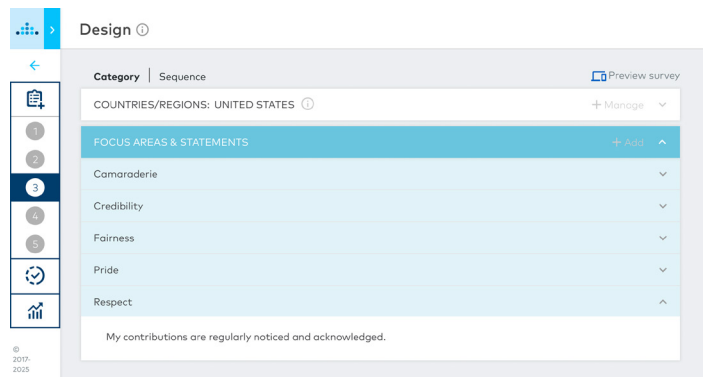
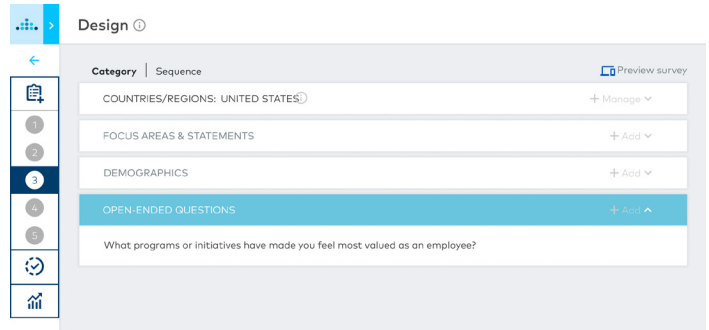
Custom statements:

Custom statements generate quantitative data on the consistency of any experience you'd like to measure. A good way to use custom statements is to ask a version of an existing Trust Index statement that is more specific to your goal. If you're working on peer-to-peer recognition, for example, you could add, "People here celebrate their coworkers' successes."

Custom demographics:

Custom demographics give you access to demographic categories that are specific to your organization, such as manager, role, department, or work location. Customizing your survey design to suit your company's structure and needs is a key step to getting more actionable data.

Emprising also has robust custom survey design features that can help you get the information you need to make more informed action plans. Consider...





Customer spotlight: **Wellstar**

Wellstar empowers leaders to take full ownership of their teams – managing budgets, hiring effectively, and fostering a culture of trust and engagement. A key part of this strategy is leveraging Trust Index Survey data to ensure leadership decisions are directly informed by employee feedback.

With insights from over 20,000 employees, including safety concerns, Wellstar made strategic investments that strengthened leadership accountability. By linking trust scores to business outcomes – lower turnover, improved patient experience, and higher operating margins – leaders gained a clear understanding of how their actions drive success.

As a result, 73% of leaders increased or maintained high trust scores, demonstrating the power of listening, accountability, and data-driven leadership.

Need help? Have questions? We're here to help.

Contact us at support@greatplacetowork.com and we'll be happy to assist you with designing your survey, analyzing your results, making an action plan, or upgrading your subscription.

04

Fostering Agility, Productivity & High Performance

To build a resilient and high-performing workforce, it's essential to capture insights from your high performers and understand the factors impacting their experience. Here's how you can leverage your survey data to measure and support high performance:

Identify high performers

Go to your survey results and filter responses by job role, department, or performance metrics to find employees who consistently score above average in key areas.

- Segment by engagement levels – Look at scores related to trust, recognition, and motivation to identify employees who are highly engaged.
- Spot key patterns – High performers often respond positively to statements like *"I feel valued at work,"* *"My contributions are recognized,"* and *"I have opportunities to innovate."*



Take action to strengthen engagement

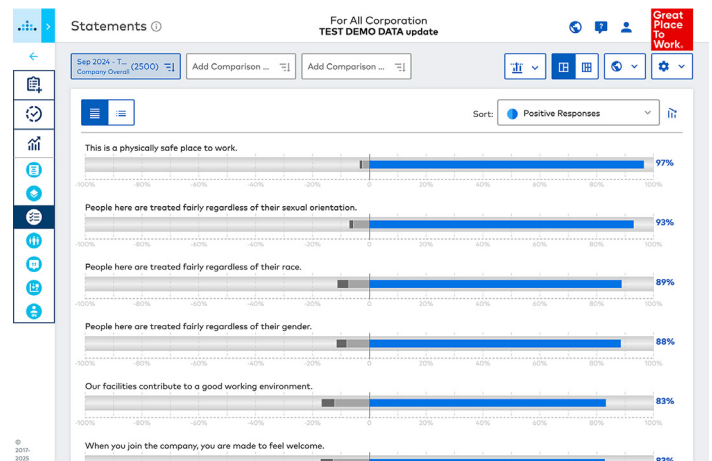
Use your insights to ensure high performers stay engaged, motivated, and committed to your organization.



Create growth opportunities

Give high performers access to stretch assignments, mentorship programs, and professional development.

By leveraging your survey data, you can build a workplace where high performers feel valued, supported, and inspired to contribute their best.



Recognize and celebrate contributions

Implement peer-to-peer shoutouts, leadership acknowledgments, and company-wide recognition programs.



Foster Innovation

Encourage employees to experiment and share new ideas without fear of failure.