

TRENDICATORS  
SURVEY REPORT

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# The 2024 Recognition Survey Report



 **TRENDICATORS**  
HR Research & Insights by Engage2Excel Group



# Introduction

Welcome to the 2024 Recognition Survey Report, an analysis of the perceptions and preferences of employees across all major industries in the U.S. produced by Trendicators™, the research division of Engage2Excel Group; this report is based on survey responses from 1,500 job seekers in February 2024.

The report reveals insights into key topics to enhance your organization’s recognition strategies and programs to improve engagement, performance and retention. Key takeaways from our roundtable discussion with members of the Trendicators Advisory Board are presented on page 8.

## Survey Demographics:

**Number of Respondents:** 1,500

**Countries Represented:** United States

**Industries Represented:** All major industries

**Respondent Demographics:** US adult workers in all job types with proportionate representation of gender, age group and race/ethnic origin

**Margin of Error:** 95% confidence level +/- 1.5%

## Roundtable Moderator



**Jeff Gelinas**  
President  
Engage2Excel

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Special thanks to the following members of the Trendicators Advisory Board who provided guidance to help shape the contents of this report.



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*Trendicators™ is the research division of the E2E group of companies, leading providers of engaging career and consumer experiences. Trendicators provides original research and reports on insights and best practices from industry leaders and experts.*

# THE BUSINESS CASE FOR RECOGNITION



An abundance of industry research has documented the positive business impacts of employee recognition. For example, a survey of executives by Harvard Business Review found that 78% of respondents believed employee recognition positively impacts employee retention. And WorldatWork reported that 58% of companies with recognition programs observed increased employee engagement.

We were curious, however, about employee perceptions of the business benefits of specific types of programs: performance recognition and service/career milestone awards. As shown below, more than three-quarters of survey respondents believe these programs positively influence employee engagement and retention. However, nearly half say that either their employers don't offer such programs or they are unaware of whether such programs exist.

Employees believe in the business benefits of recognition programs	Performance Recognition	Service/Milestone Awards
Percentage of those who believe this type of program <b>increases employee engagement</b>	<b>78%</b>	<b>78%</b>
Percentage who believed employees are <b>more committed to stay</b> as a result of this type of program	<b>79%</b>	<b>78%</b>
But many said their employers either don't offer or promote these programs	Performance Recognition	Service/Milestone Awards
Percentage who said their employer <b>either didn't offer or were unaware</b> that this type of program existed at their company	<b>46%</b>	<b>44%</b>

# RECOGNITION PREFERENCES

After reviewing survey results on the types of recognition employees prefer and how often they wish to be recognized, our advisory board members shared their interpretations. Knowing that recognition by an immediate supervisor has the greatest impact on performance, all agreed that the survey reflected a need for training to help managers improve their recognition skills. With regard to preferences for frequency of recognition, our experts pointed out that while frequency is important, recognition is personal, and timely recognition for specific behaviors and accomplishments is most important.



## What types of recognition are most important to you?

The results below show the percentage of respondents who ranked each recognition type as either important or very important.

<b>39%</b> By Immediate Supervisor	<b>34%</b> For Performance	<b>32%</b> For Length of Service
<b>30%</b> By Senior Leadership	<b>23%</b> By Peers	<b>11%</b> On Your Birthday



Being recognized for their achievements and daily contributions to organizational success is important to all employees. However, preferences for how often individual employees wish to be recognized are relatively evenly distributed. This underscores the need to document recognition preferences.

## How often do you wish to be recognized?

<b>33%</b> Less than once a month	<b>38%</b> Once a month	<b>29%</b> More than once a month
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# RECOGNITION SATISFACTION



The employee recognition industry, which began in the late nineteenth century, has evolved significantly over the past two decades following the advent of cloud-based technology. The Society for Human Resource Management (SHRM) reported that 89% of organizations in North America had an employee recognition program, compared to 68% in Asia and 65% in Europe. As the results below show, employees are generally more satisfied with recognition received from their current employer over that of their last employer. However, there is still much room for improvement. More than a third of employees either are not satisfied or are unsure about their satisfaction with recognition from their current or former employer.

## CURRENT POSITION

<b>The last time you were recognized for performance, were you RECOGNIZED AND REWARDED APPROPRIATELY?</b>	<b>Yes:</b>	<b>62%</b>
	<b>No:</b>	<b>28%</b>
	<b>Not sure:</b>	<b>10%</b>

## PRIOR EMPLOYMENT EXPERIENCE

**In your last position, were you:**

<b>RECOGNIZED FAIRLY?</b>		<b>REWARDED APPROPRIATELY?</b>	
<b>Yes:</b>	<b>58%</b>	<b>Yes:</b>	<b>53%</b>
<b>No:</b>	<b>26%</b>	<b>No:</b>	<b>34%</b>
<b>Not sure:</b>	<b>15%</b>	<b>Not sure:</b>	<b>13%</b>

# THE IMPACT OF RECOGNITION ON RECRUITING & RETENTION

With more than a third of employees either unsatisfied or unsure about their satisfaction with the recognition they receive at work, integrating employee recognition into recruitment and retention programs represents a significant opportunity for competitive differentiation.

Recognition, appreciation and respect during the hiring process (or lack thereof) topped the list of reasons for accepting or rejecting of job offers, and this area was the second most important driver of willingness to leave an employer.

## Top 3 reasons for job offer acceptance & rejection

### OFFER ACCEPTANCE

Recognition, Appreciation & Respect:	<b>26%</b>
Fair Compensation:	<b>23%</b>
Job Fit:	<b>15%</b>

### OFFER REJECTION

Lack of Recognition, Appreciation & Respect:	<b>23%</b>
Concern About Fair Compensation:	<b>18%</b>
Concern About Job Fit:	<b>18%</b>

## Top 3 reasons for willingness to leave current employer



Concern About Fair & Equitable Compensation:	<b>19%</b>
Lack of Recognition, Appreciation & Respect:	<b>15%</b>
Concern About Job Security:	<b>14%</b>

# THE IMPACT OF ONBOARDING EXPERIENCES



Employee recognition, by definition, is the timely, informal or formal acknowledgment of a person’s behavior, effort or business result that supports the organization’s goals and values and that exceeds their manager’s normal expectations. Effective recognition requires one-to-one communication and feedback, particularly in the early stages of employment. Onboarding experiences, which profoundly influence early retention rates, provide an opportunity for an employee to evaluate and assess the culture of their new employer. To improve early retention, successful onboarding programs include proactive feedback mechanisms and recognition for individual accomplishments.

## First day will affect decision to stay over a MONTH

Highly Likely or Likely	<b>65%</b>
Somewhat Likely	<b>22%</b>
Unlikely or Highly Unlikely	<b>13%</b>



## First day will affect decision to stay more than a YEAR

Highly Likely or Likely	<b>63%</b>
Somewhat Likely	<b>25%</b>
Unlikely or Highly Unlikely	<b>11%</b>





# Roundtable Key Takeaways

In our discussion with members of the Trendicators Advisory Board, we asked contributors to discuss ways they thought their organizations could get better at improving the recognition experiences identified as important by survey respondents. The following are key takeaways from that discussion.



**Making the business case for recognition:** Results of the 2024 Recognition Survey Report underscore the importance of creating a culture of appreciation that extends across the entire employee lifecycle. To address the challenges of coordinating recognition strategies with other departments, begin by sharing this report with your C-suite team and recommend a steering committee for overseeing enterprise recognition strategy.



**Identifying recognition preferences and assessing satisfaction:** Several advisors indicated that they evaluate recognition program effectiveness via their employee engagement survey. While this provides valuable macro-level insights, it is also important to survey employees about their satisfaction with the recognition they receive from their immediate supervisor and to document recognition preferences as part of the onboarding process.



**Improving managers' recognition and active listening skills:** All advisors expressed that many managers lack the confidence, skills and motivation to effectively recognize team member contributions and the need to conduct feedback discussions to better understand individuals' challenges, interests and perspectives. [The Employee-Centric Manager Upward Feedback Survey and Training Program](#) by Engage2Excel's Dr. Jack Wiley is a proven solution for helping every manager in your organization understand and deliver what their direct reports want and need most to succeed.



**Integrating recognition and feedback mechanisms into onboarding processes:** Onboarding is an investment in setting expectations and building a long-term relationship with an individual to help them understand the organization's culture, get to know their co-workers and learn what is expected of them to succeed as a valued team member. Ensuring that new hires feel recognized and appreciated during onboarding and getting their feedback before, during and after the process are critical for preventing the high cost of early attrition.



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## About Hinda Incentives

Hinda offers a variety of programs that drive engagement through recognition, including:

- Sales Incentives/Recognition
- Customer and Brand Loyalty Recognition
- Employee Recognition
- Performance
- Wellness
- Safety
- Length of Service

Your job is to engage, inspire, and reward your clients, customers, and employees. Our job is to provide the tools to help you do that.

We will guide you through all program development phases—including program creation, launch, ongoing administration, promotion, and fulfillment of rewards—and design solutions that drive performance and engage, inspire, and reward the most important drivers of success: your workforce and customers.

**For more information, visit [hinda.com](https://hinda.com)**