



**How consistent, embedded,
and connected recognition
builds thriving teams**

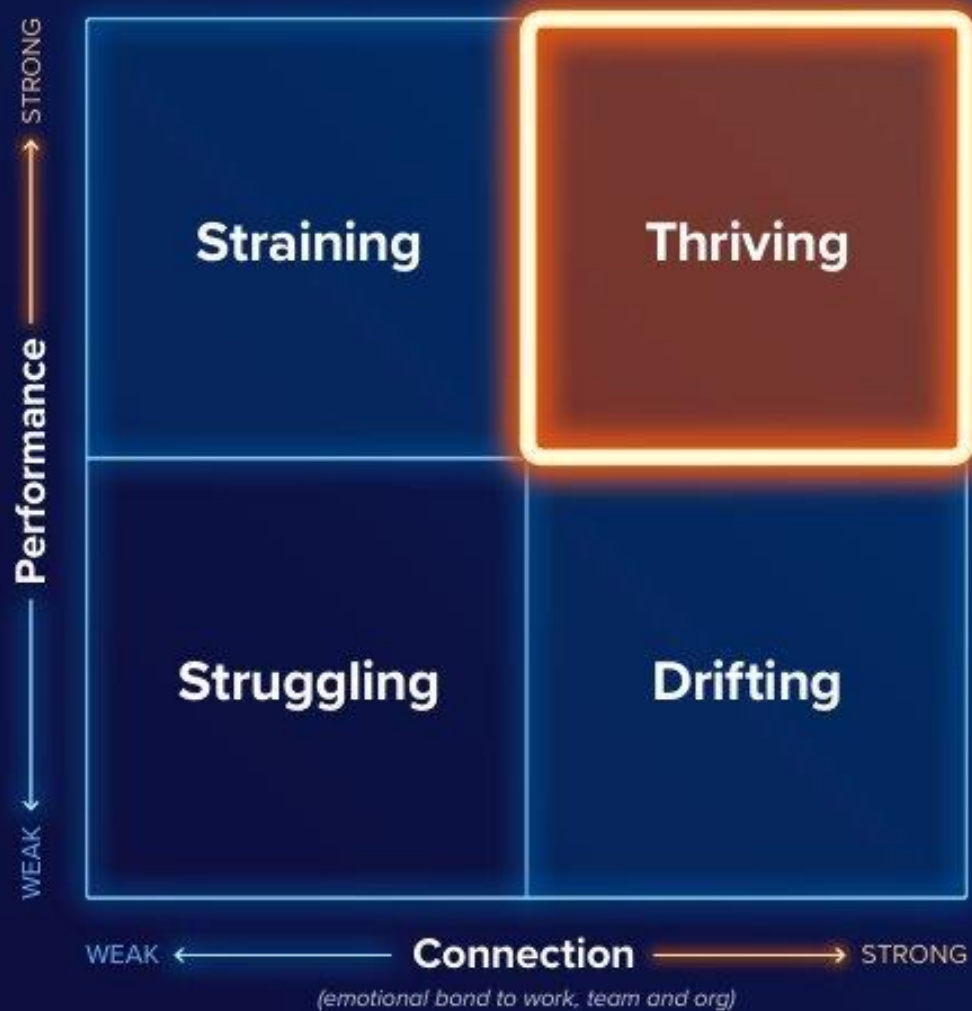
Meet the speakers



Anne Maltese
VP of People Insights



Rachel Hudson
Senior Insights Analyst



Recognition is key to thriving teams

Thriving teams are:

- Aligned
- Empowered
- Growing
- Valued

67% have a recognition program in place.

But most organizations are falling short.

**2 in 3 employees
want more
recognition for their
work.**

**40% of employees don't
find the recognition
they receive meaningful**

**1 in 5 have received
zero recognition in the
past year.**

**Only 55% say their
organization has a strong
culture of recognition.**

**3 in 5 say recognition is
inconsistent, top-down,
gated by approvals, or
nearly absent.**

5 recognition design flaws

1

Random acts of recognition

2

**Infrequent, high-friction
recognition**

3

**Impersonal and intangible
recognition**

4

Top-down and hidden recognition

5

**Siloed and disconnected recognition
data and tools**

Live poll - How would you describe recognition at your org?

**Rare or
absent**



**Inconsistent
& Random**



**Top-Down
Only**



**Controlled &
Programmatic**



**Consistent &
Embedded**



Consistent + embedded = connected

Consistent

- > Frequent
- > Low friction
- > Not gated by approval



Embedded

- > Built into the flow of work
- > Tied to real values and behaviors
- > Not bolted on



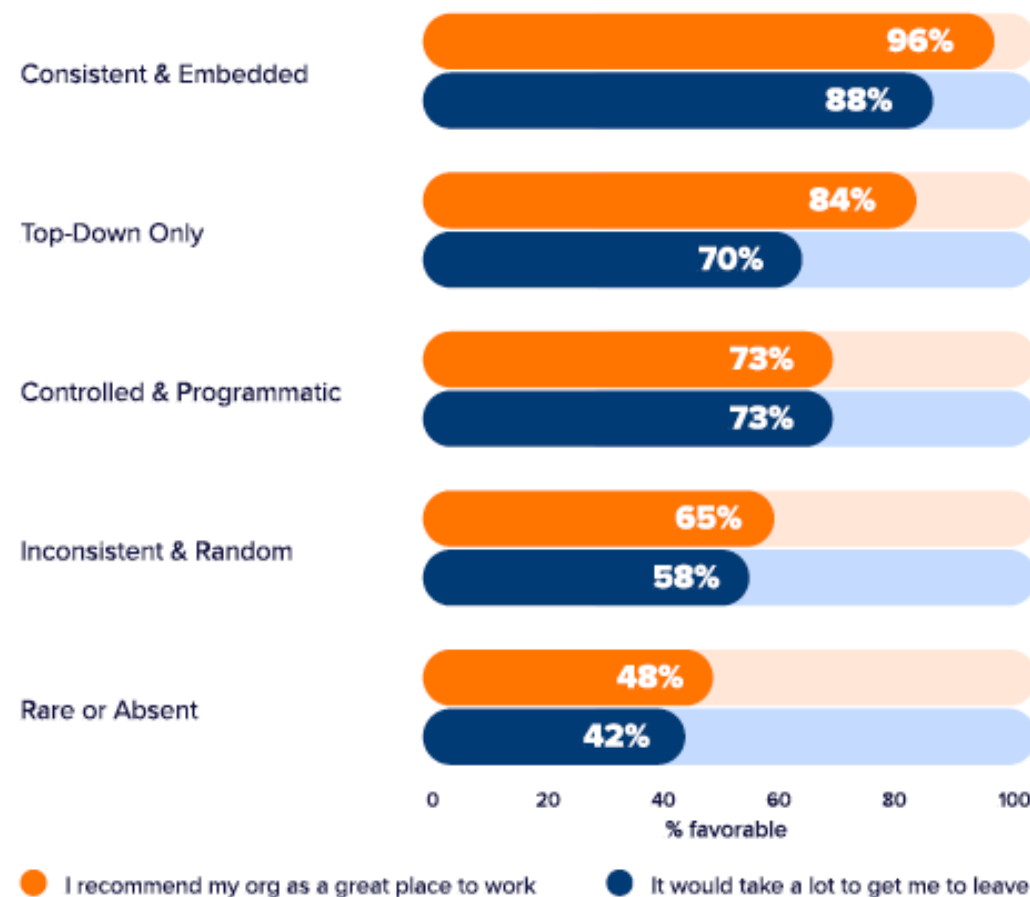
Connected

- > Visible across the org
- > Linked to other talent data
- > A signal for leaders

More than half
(53%) describe
their culture as
“consistent
and
embedded”.

What can the
remaining 47% be doing
to fix their programs?

Employee advocacy & retention by recognition program type





5 ways to build a consistent, embedded and connected program



Recognize what matters most



Make recognition easy, frequent, and in the flow of work



Use rewards to amplify, personalize, and make it stick



Allow recognition to scale visibly across the organization

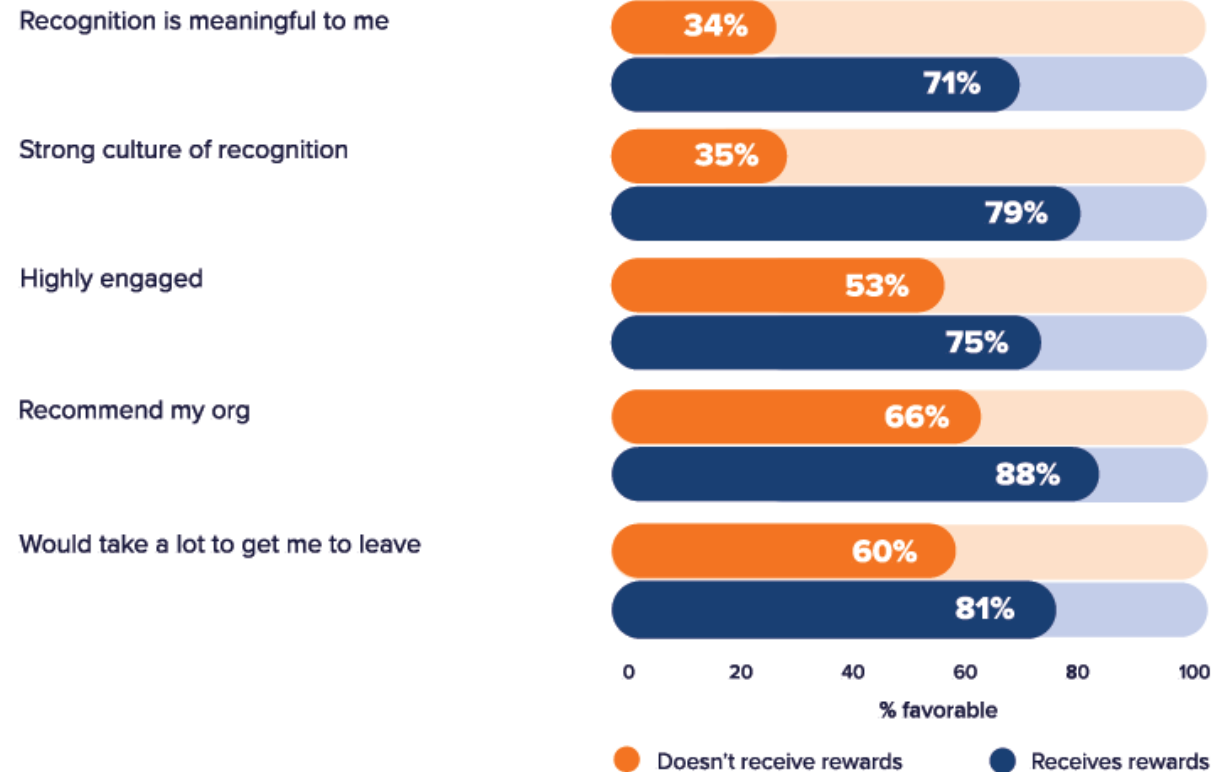


Connect recognition data and use it as leadership intelligence

54% of employees don't receive any reward alongside recognition.

Rewards are one of the most underused levers in recognition.

Outcomes are far stronger when rewards are part of recognition





When organizations make recognition right consistent and embedded, employees are 7.2X more likely to say it would take a lot to get them to leave.

How Transportation Insight & NTG built a culture of recognition

Logistics & Transportation | Enterprise | Atlanta, GA

- › **The Challenge:** Recognition existed but lacked consistency, visibility, and structure across teams
- › **The Rollout:** Zero friction adoption — no formal training needed, embraced company-wide within days
- › **Cross-Team Impact:** Departments that rarely interacted began collaborating through shout-outs
- › **Notable Program:** "300K Steps Challenge" drove connection, lunchtime walks, and company-wide engagement

Results at a glance



85%

Of employees now receive recognition every month

+15%

Improvement in recognition engagement survey scores

"Our employees often ask, 'Why didn't we have this sooner?'"

- Natalie Cook, VP Employee Experience

To summarize:

Too many employees are going unnoticed, and it has a hefty price tag

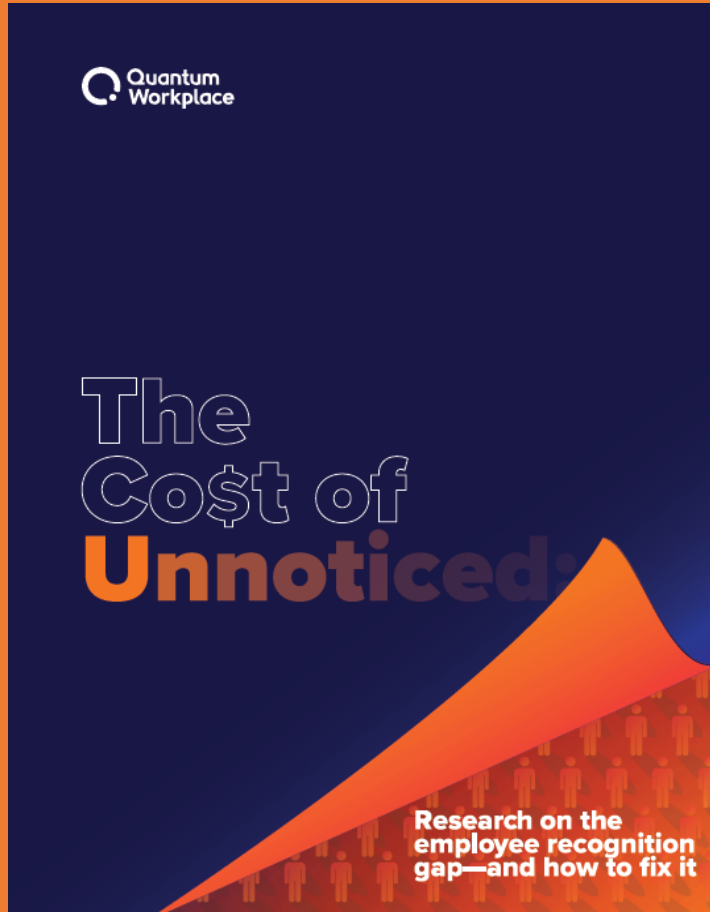
Recognition fails by design, not by intent

Consistent and embedded programs produce the best outcomes

When the right design choices happen, the payoff compounds

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Research on the employee recognition gap—and how to fix it



Questions?