

Reaching the “Apex” of Appreciation



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[#RGERLive](https://slido.com)

**Supporting diverse
needs** across your
workforce



**Elevating
self-esteem** through
recognition and
learning opportunities



**What
we've
covered
today**

**Building a culture of
appreciation** through
a holistic wellbeing
strategy



**Making new
connections** and
fostering a culture of
belonging



A close-up, low-key photograph of a person's face, focusing on the eyes and nose. The face is partially obscured by several large, out-of-focus, colorful bokeh lights in shades of yellow, orange, red, and blue. The text "Why is Appreciation so important?" is overlaid in white, sans-serif font across the center of the image.

Why is Appreciation
so important?



78% of people who frequently feel appreciated at work are motivated

...compared to only **37% of those who rarely/never feel appreciated.**

Reward Gateway | Edenred survey of 2,026 employees and 1,001 HR managers, Jan 2024



81% of UK employees
who rarely or never felt
appreciated considered
leaving their company in the
last 6 months

...compared to **only 40% of**
those who did feel
appreciated.

Reward Gateway | Edenred survey of 2,026
employees and 1,001 HR managers, Jan 2024

A man and a woman are shown from the chest up, positioned on either side of the text. They are both looking towards the camera with slight smiles. Their faces are partially illuminated by a blue light, and there are glowing butterfly-like patterns projected onto their foreheads and cheeks. The background is a solid, deep blue.

What is
Appreciation?



**“The act of recognising
or understanding that
something or someone is
valuable or important”**

Cambridge Dictionary



Wait...isn't Appreciation
the same thing as
Recognition?

The power of the individual...



People who are
recognised are
23% more effective
and productive



But people who are appreciated
and valued for themselves,
are 43% more effective and
perform better



Recognition

Being grateful and showing gratitude for **what employees do**

Recognising the **value their activity brings**

“Great job on how quickly you turned around that report, it’s a real gamechanger for the department.”



Appreciation

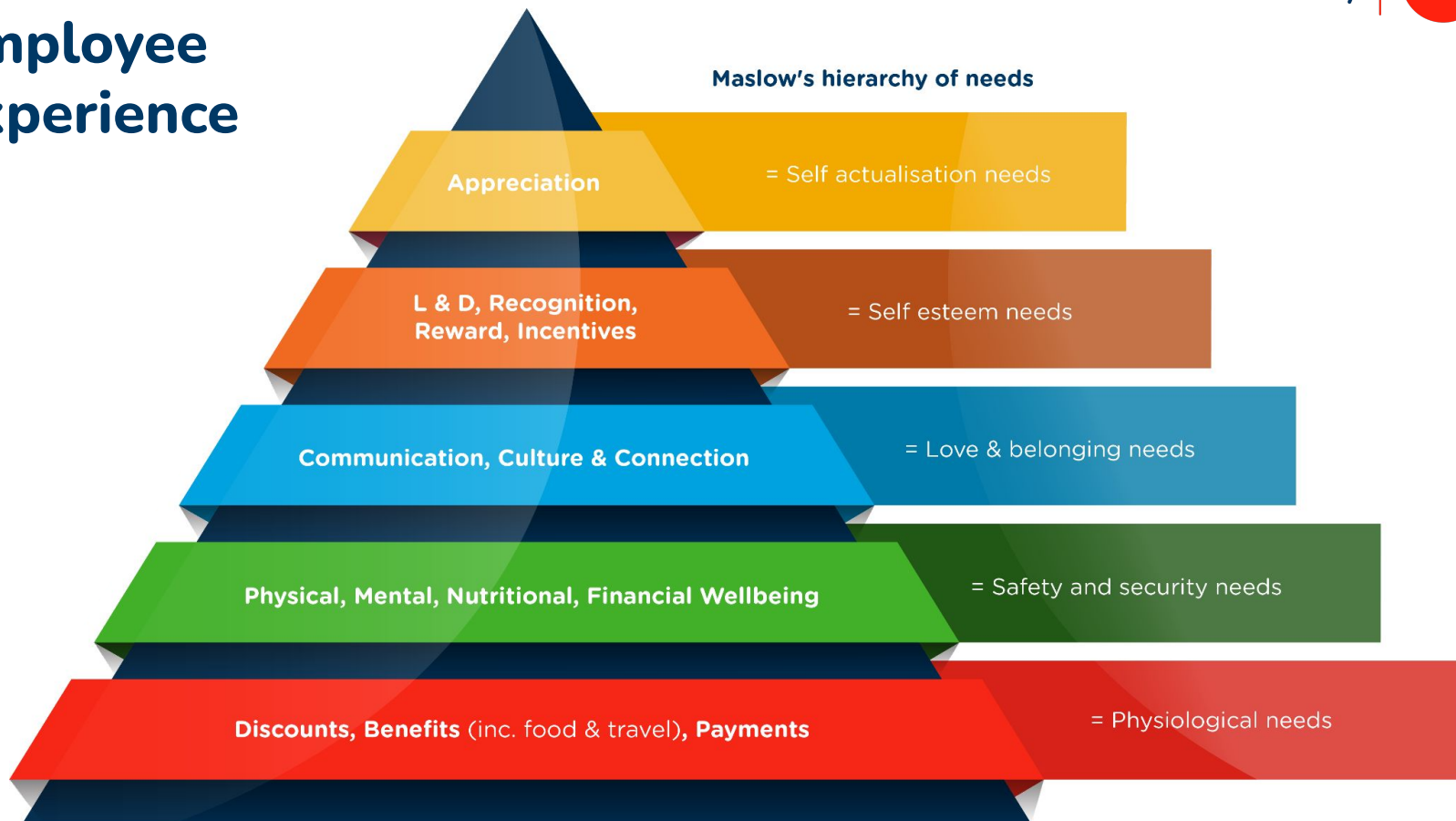
Being grateful and showing gratitude for **who employees are**

Recognising the value **they bring as an individual**

“Thank you for the positive energy you bringing to meetings, your approach and expertise encourages people to share ideas.”

The Total Employee Experience

Maslow's hierarchy of needs



What is Appreciation?

I can be authentic

I am recognised

I feel I belong

I can ask for help

I am compensated fairly

What is Appreciation?

“I love the flexibility to work in spaces that allow my ADHD-brain to focus”

“My manager provides me with personalised learning and development opportunities each quarter”

“When I need to adjust my schedule due to a sick child, my colleagues are understanding.”

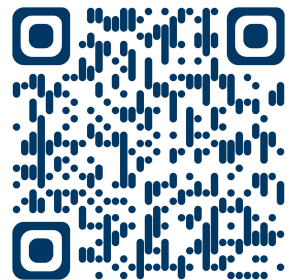
“My manager encourages us to take walks during breaks to reduce our stress”

“It means a lot that I’m able to share my company discounts benefit with my family”



Employee Engagement: An Economic Value Study

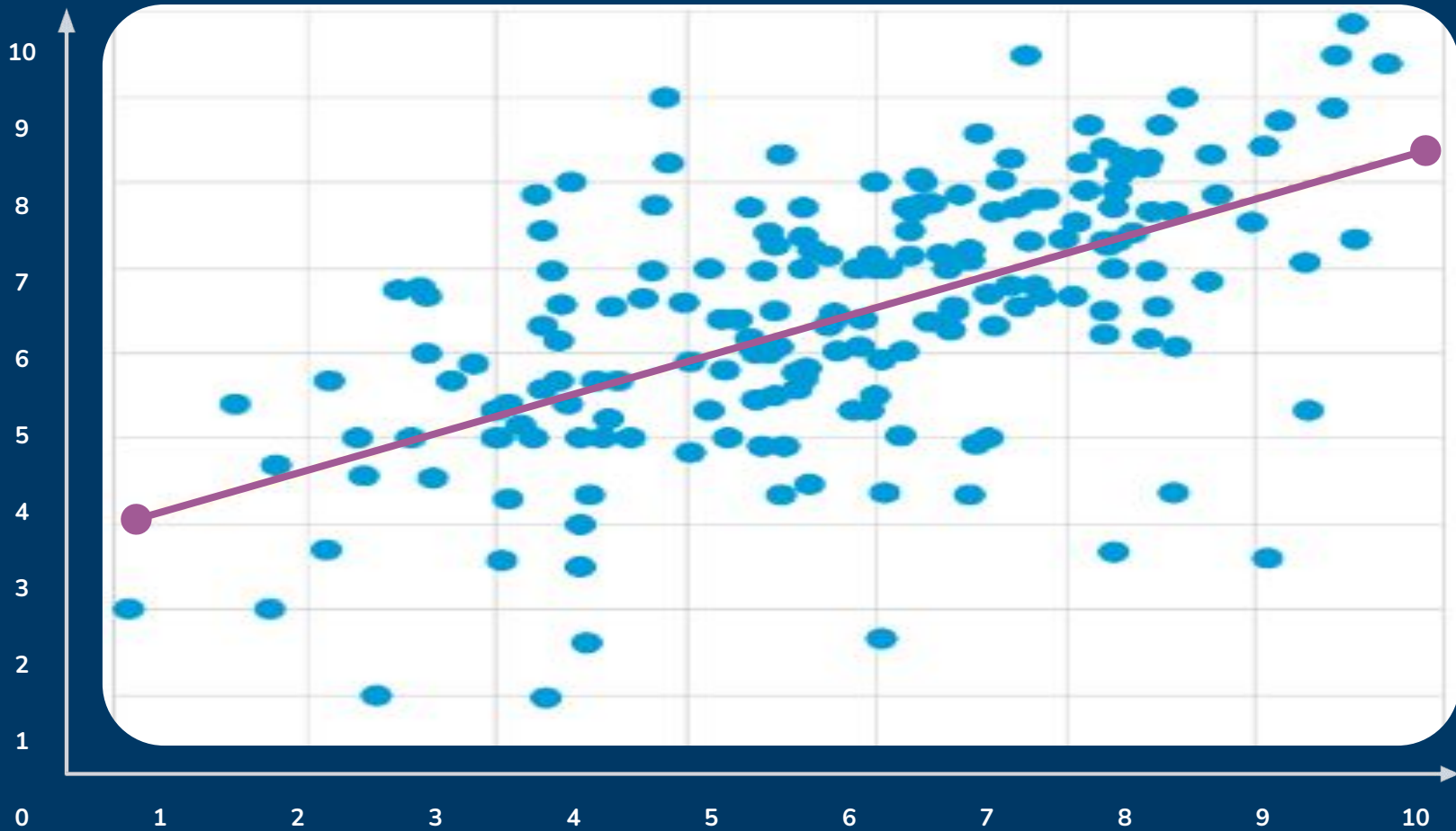
rg.co/evs-report



**Download
the report!**



Business Performance



Employee Engagement

Business Performance

10
9
8
7
6
5
4
3
2
1
0

1

2

3

4

5

6

7

8

9

10

Employee Engagement

Drivers

- Limited range of benefits
- Lower engagement
- Mid-business growth

Low Performers

- Low range of benefits
- Low engagement
- Low business growth

Leaders

- Strategic benefits
- Lowest turnover
- High engagement
- Highest business growth

Appeasers

- More benefits - testing and learning
- Good engagement
- Lower business growth

Leaders

typically see a 5-7% higher
business performance

A man and a woman are shown from the chest up, facing forward. Their faces are partially obscured by glowing, semi-transparent brain scan images. The woman on the left has a scan showing a blue and red area on the left side of her brain. The man on the right has a scan showing a blue and red area on the right side of his brain. The background is a solid, deep blue.

New Insights: The Appreciation Index

We don't always get
people's **REAL** answers
when we ask questions.



**“What did you think about
my session today?”**

[Internal thoughts]
**“I thought you did
really well!”**



Surveys don't always
get people's **REAL**
answers either.



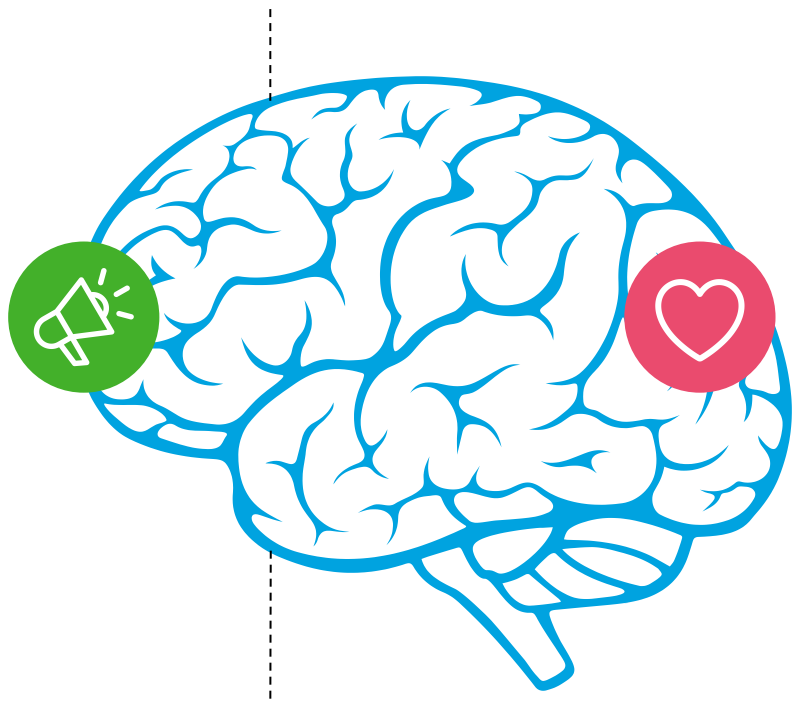
**“Do you feel appreciated
at work?”**

*[Fear about
confidentiality...Frustration with
a recent interaction...]*
“Yes?”



“People don’t think how they feel. They don’t say what they think and they don’t do what they say.” *David Ogilvy*

What people say



How people feel:
95% of decisions
originate here

We call this difference the ‘say-feel’ gap

The Appreciation Index measures both

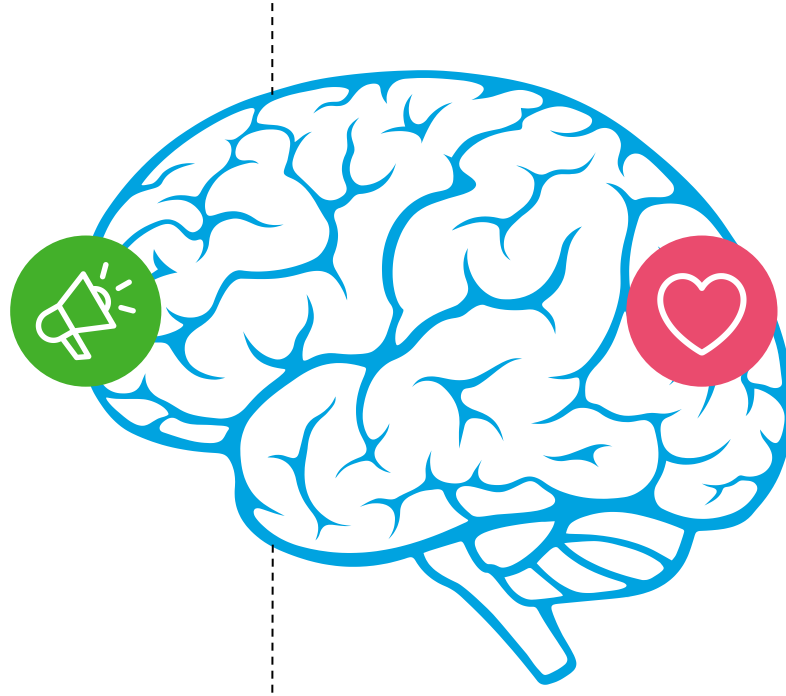
What people say

System 2 thinking



How people feel

System 1 thinking



Traditional Research

Which is most appealing?

- ☐ Fork & Flame
- ☐ The Rustic Table
- ☐ Savory Street
- ☐ The Roaming Spoon

Fast Response

Savory Street

Unappealing

Appealing

The Appreciation Index combines traditional and fast response...

How appreciated do you currently feel at work?



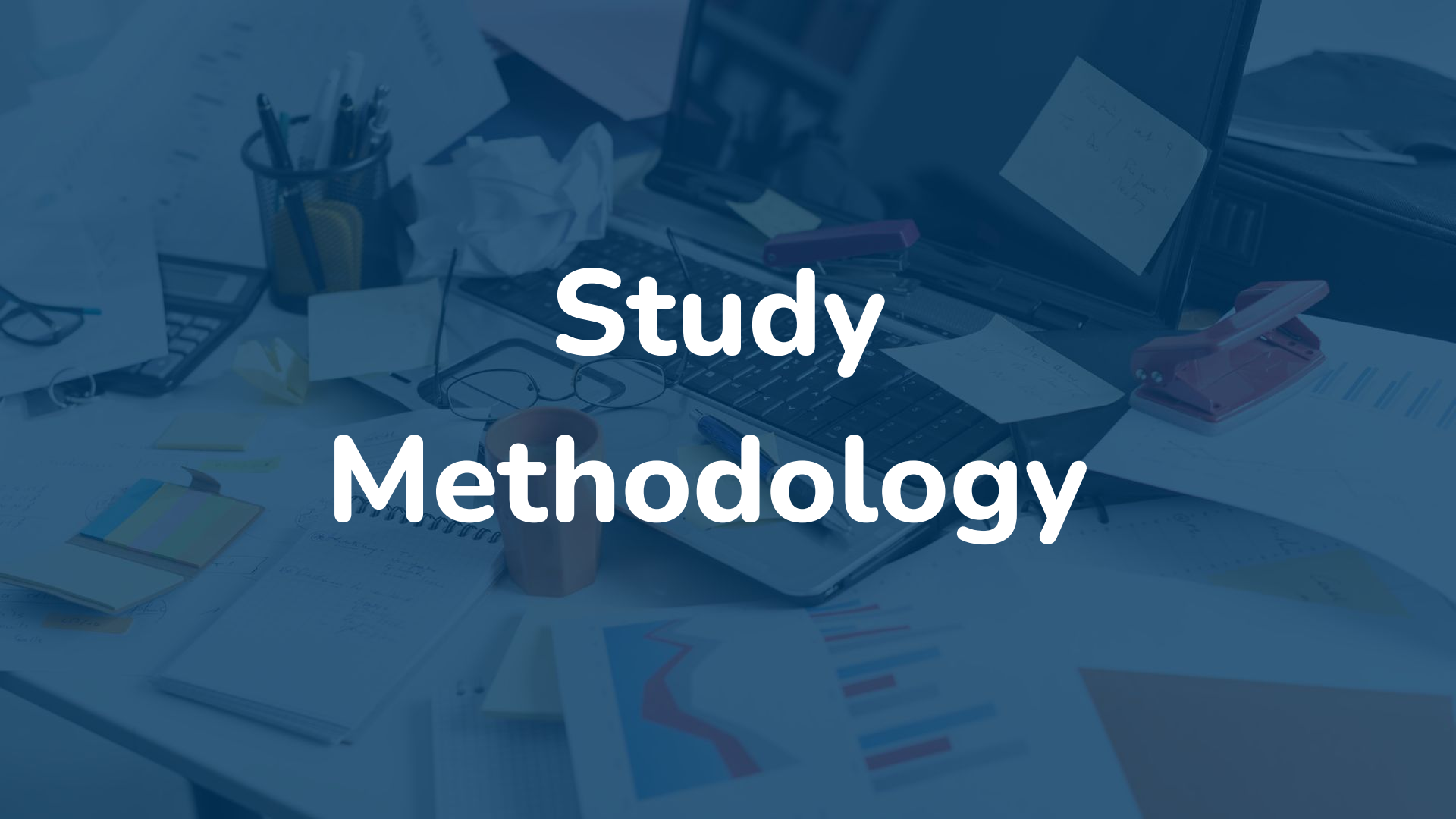
I feel valued

No

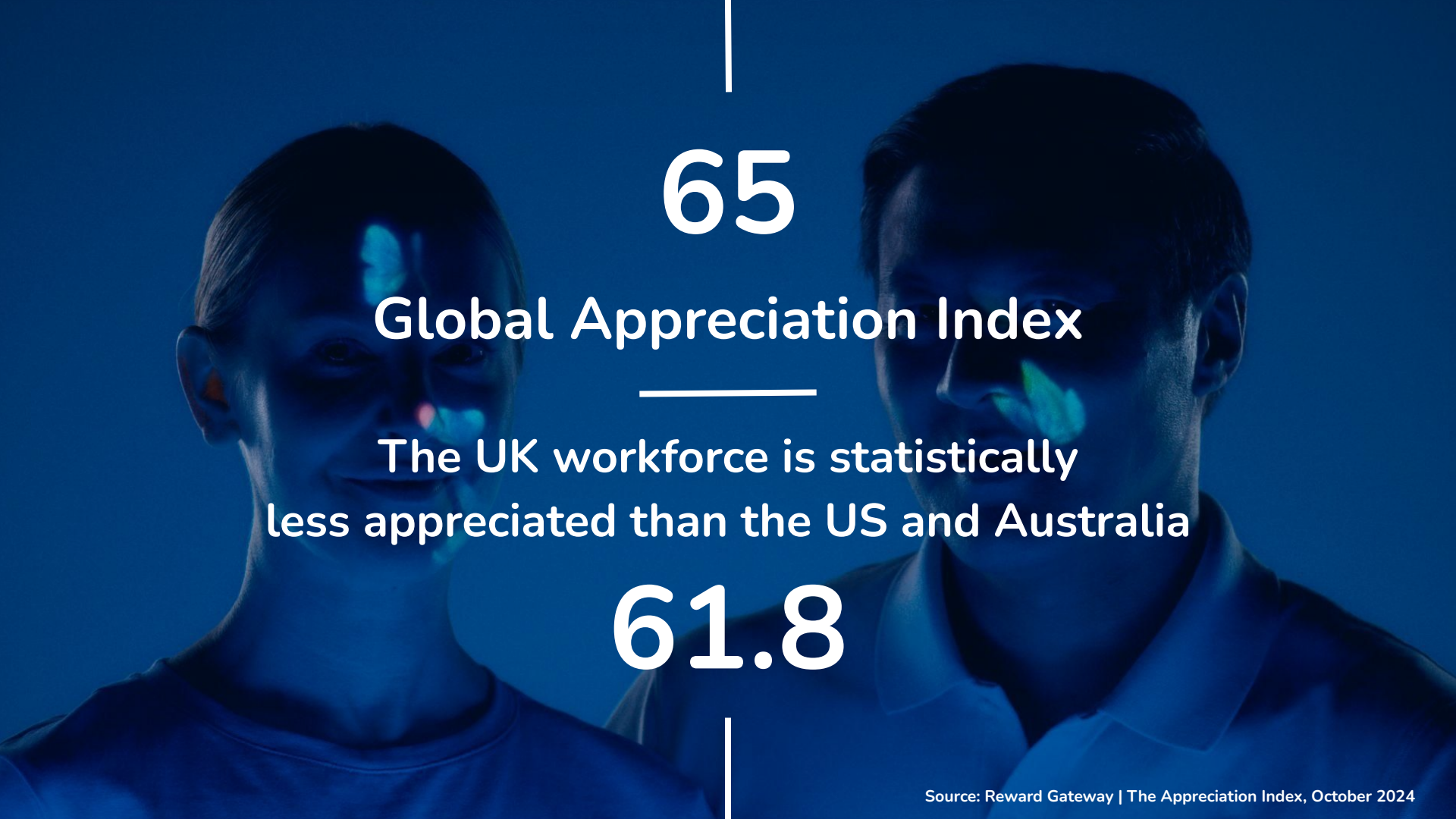
Yes

A man and a woman are shown from the chest up, smiling. The image is heavily tinted with a blue color. Overlaid on the image is a faint, glowing brain scan or heatmap, with a prominent red and yellow area on the left side of the woman's head and a similar, though less intense, area on the right side of the man's head. The text "Early Findings: The Appreciation Index" is centered over the image in a white, sans-serif font.

Early Findings: The Appreciation Index



Study Methodology



65

Global Appreciation Index

The UK workforce is statistically
less appreciated than the US and Australia

61.8

When I am appreciated, I...

Outcome of appreciation

Score

Work harder

72.14

Am more engaged

70.5

Am more satisfied with my job

68.7

Top Global Drivers of Appreciation



I am recognised by managers



My hard work is rewarded



I feel I belong here



My managers support me



My organisation praises me



Top Global Drivers of Appreciation



I am recognised by managers



My hard work is rewarded



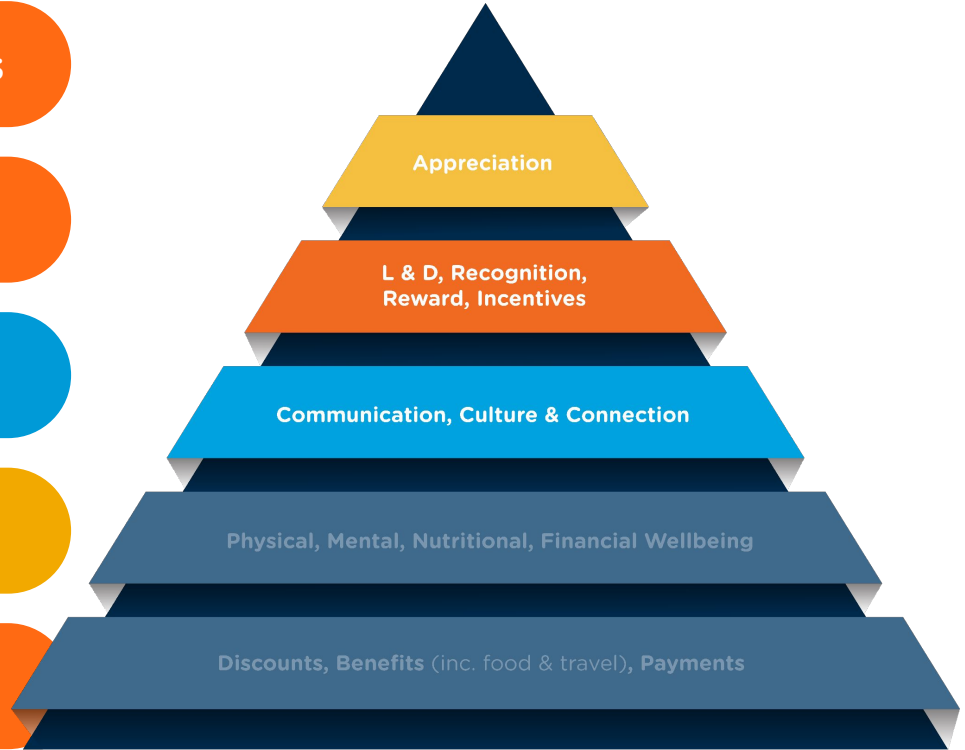
I feel I belong here



My managers support me



My organisation praises me



The Balance of Appreciation in the UK



I am recognised by managers



My hard work is rewarded

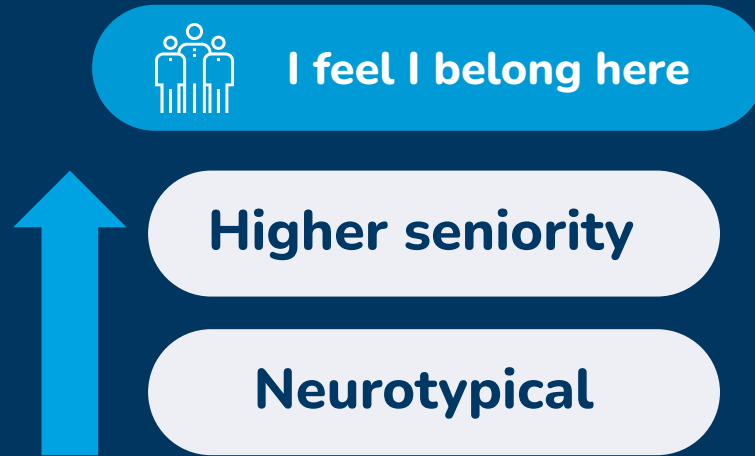


Men

Higher
seniority

Mid-size companies

The Balance of Appreciation in the UK



The Balance of Appreciation in the UK



The Balance of Appreciation in the UK



	Less Appreciated	More Appreciated
Gender	Women	Men
Sector	Hospitality/Tourism	Financial Services
Seniority	Entry/Mid	Executive
Age	36-65	18-35
Org. Size	>2,500	1-499
Control over work	Almost never	Always

You'll discover:

- The results of our 2024 instant response study of appreciation from 1,000 UK employees
- Which demographics suffer the most from a lack of appreciation
- The key drivers that support a feeling of appreciation
- The impact of appreciation on employees and organisations





The Appreciation Index report is our gift to you.

Arriving this November to your inbox.



RGER
London
▶ LIVE

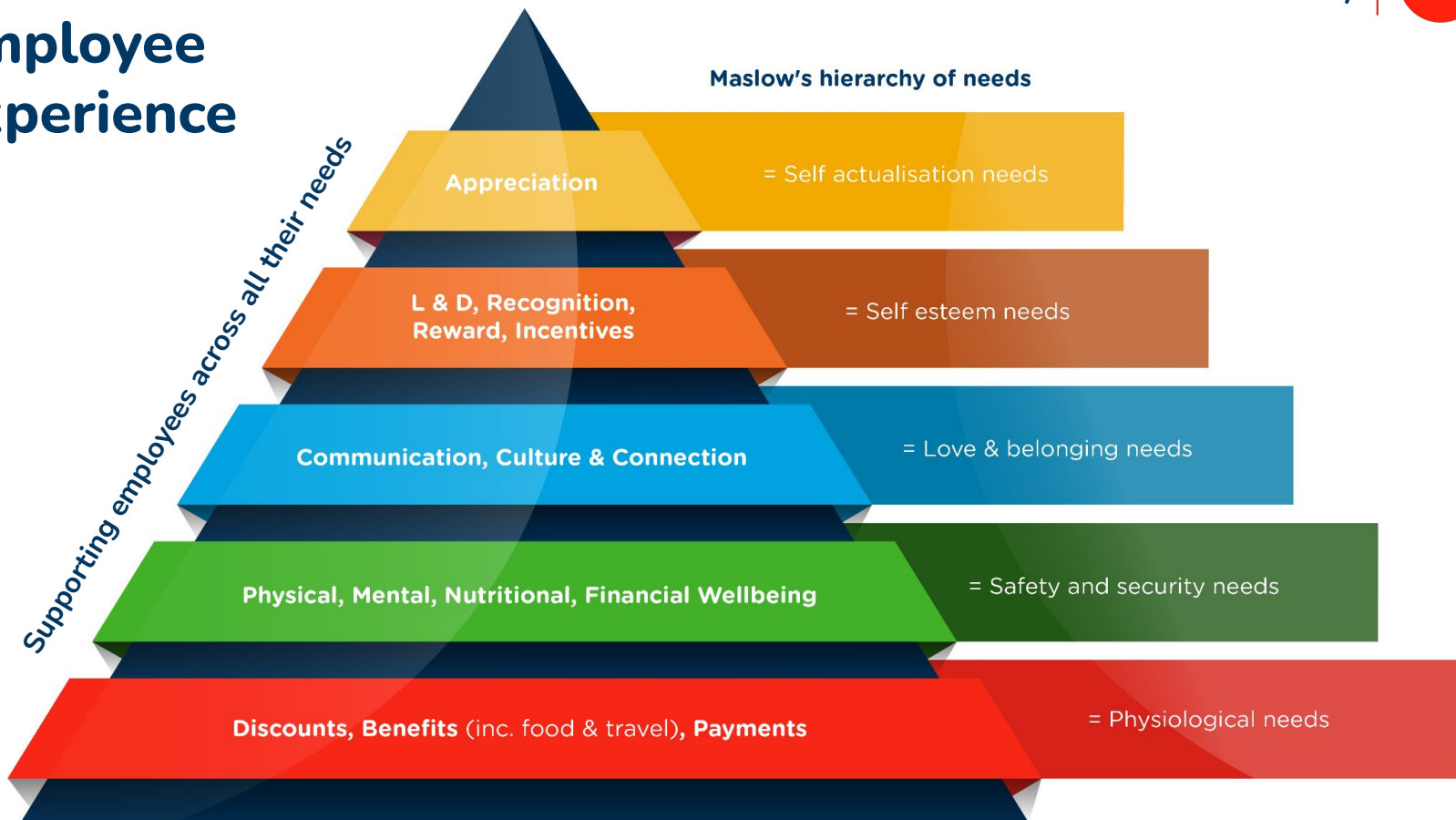
Q&A



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The Total Employee Experience



Social Competition

Share your **#RGERLive**
experience on LinkedIn
for a chance to **WIN a**
£100 Amazon voucher!



Tag
@RewardGateway
and add **#RGERLive**
for a chance to win



Hannah Power

Account Manager
Reward Gateway | Edenred



T H A N K

Y O U

Today's Objectives

Equipping you with actionable takeaways

Inspiring confidence and ideas to make a difference

Making new connections within this community

Reaching the Apex of Appreciation together





RGER London



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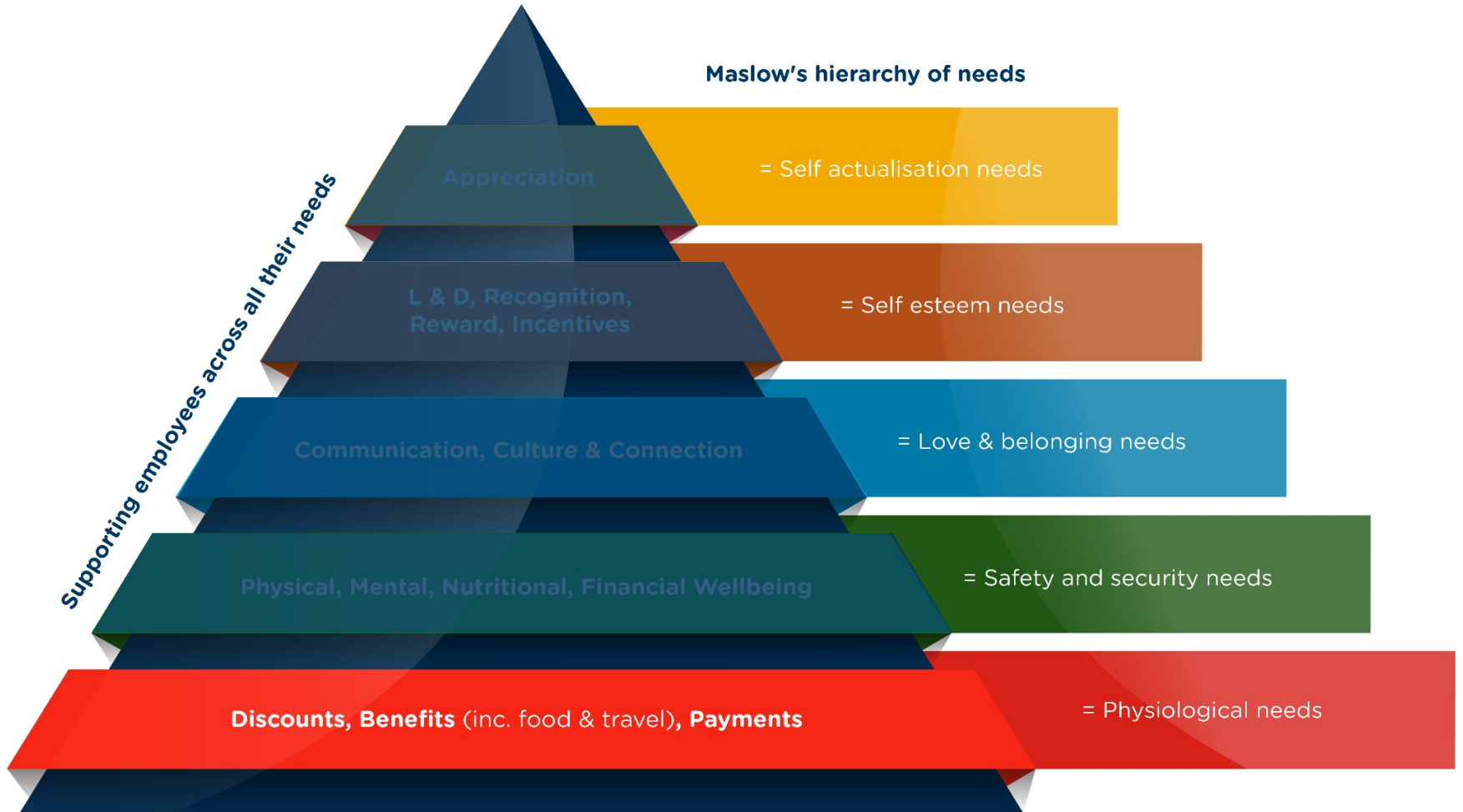
Extra Slides

(pyramid builds)

Maslow's hierarchy of needs



Maslow's hierarchy of needs



Maslow's hierarchy of needs



Maslow's hierarchy of needs



Maslow's hierarchy of needs



Maslow's hierarchy of needs

