

Reaching the “Apex” of Appreciation



Nebel Crowhurst

Chief People Officer & Chief
Appreciation Officer
Reward Gateway | Edenred

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

Supporting diverse needs across your workforce



Elevating self-esteem through recognition and learning opportunities



What we've covered today

Making new connections and fostering a culture of belonging



Building a culture of appreciation through a holistic wellbeing strategy



A close-up photograph of a person's face, looking directly at the camera. The image is heavily stylized with a dark blue background and numerous out-of-focus, colorful bokeh lights in shades of yellow, red, and cyan. The text "Why is Appreciation so important?" is overlaid in the center in a white, sans-serif font.

**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 the left and right sides of the frame respectively. They are in a dark environment illuminated by a strong blue light. On their foreheads and cheeks, there are glowing, ethereal patterns that resemble butterfly wings or abstract light trails. The woman on the left has a small red dot on her nose. The man on the right is wearing a light-colored polo shirt. The overall mood is mysterious and futuristic.

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...

A hand in a blue and white plaid shirt is holding the top right corner of a white, rounded rectangular speech bubble. The bubble is positioned in the upper right quadrant of the image.

People who are
recognised are
23% more effective
and productive

A hand in a blue and white plaid shirt is holding the bottom right corner of a white, rounded rectangular speech bubble. The bubble is positioned in the lower right quadrant of the image.

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.”



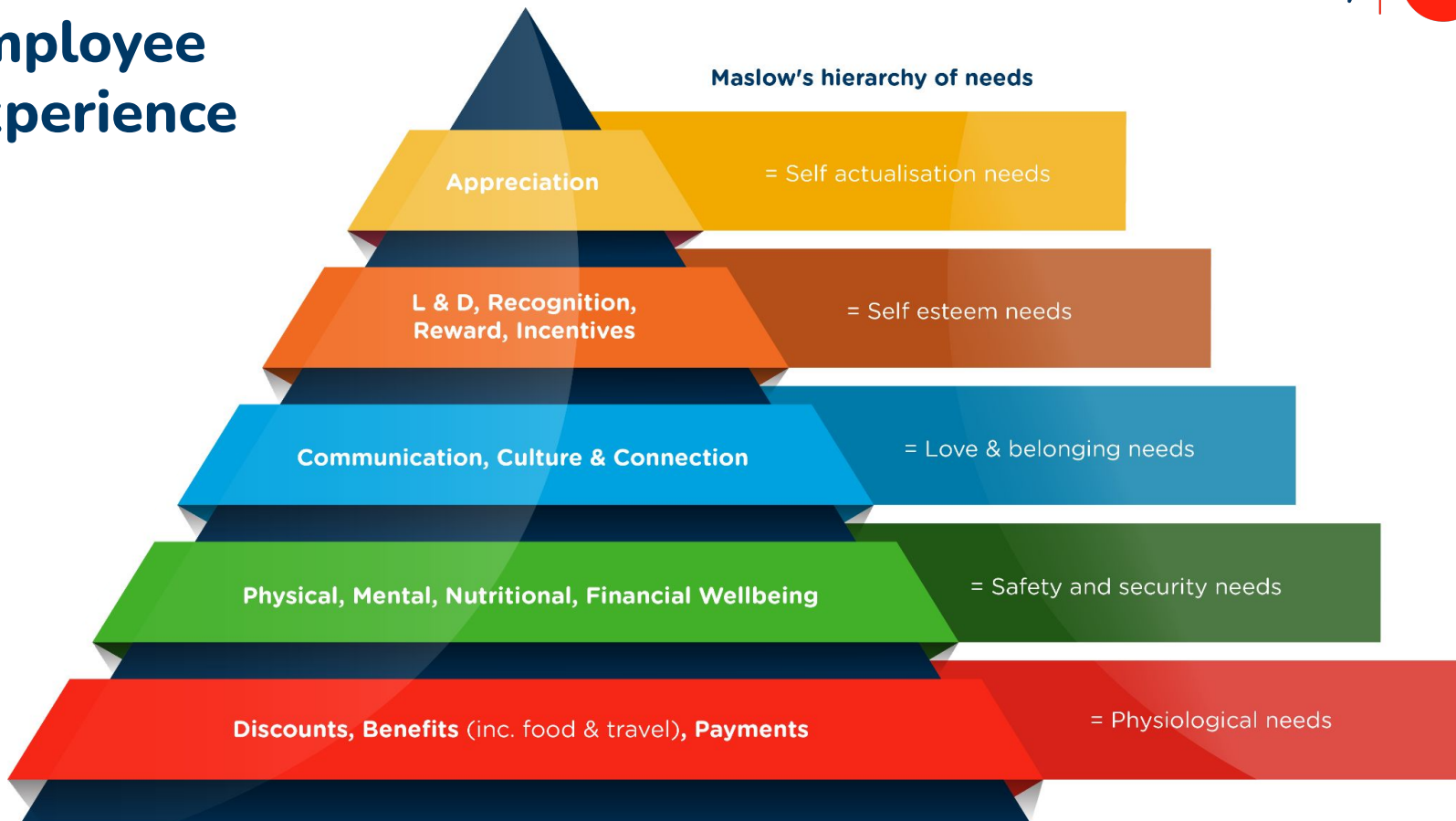
Appreciation

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



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.”

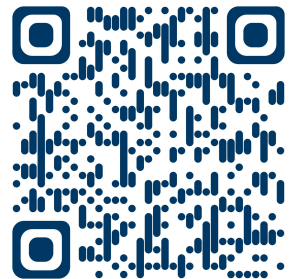
“My manager encourages us to take walks during breaks to reduce our stress”

“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

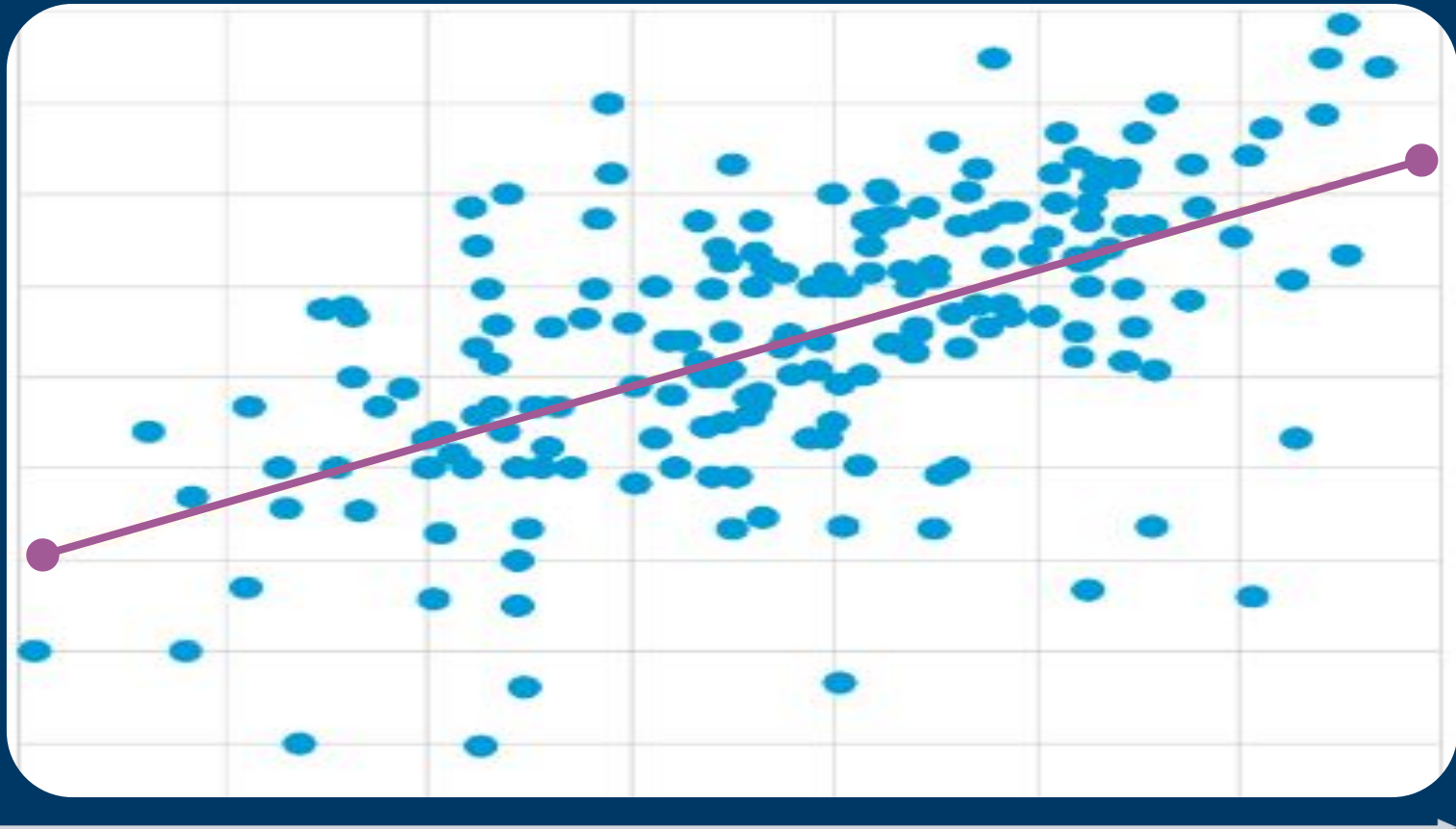


**Download
the report!**



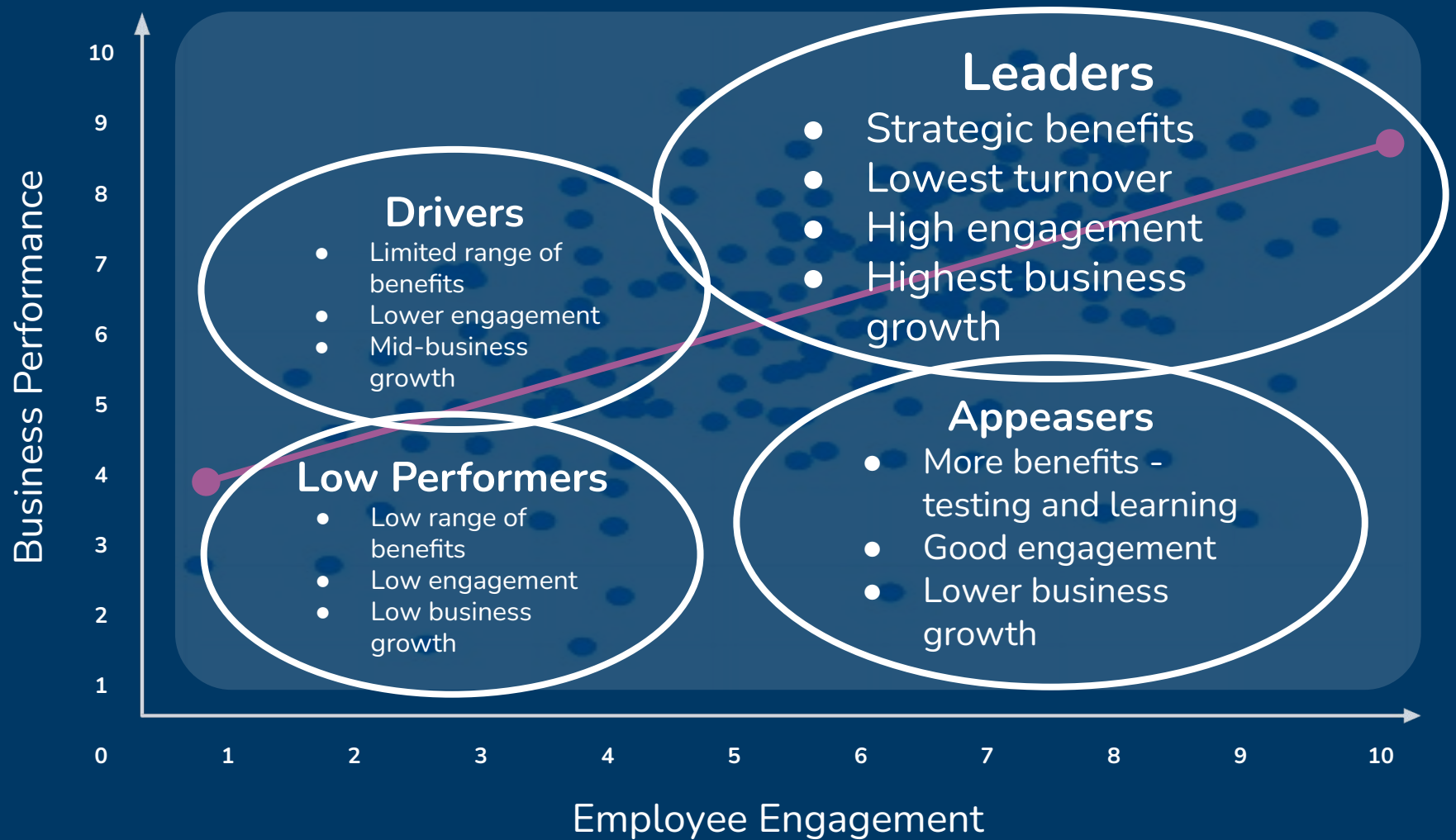
Business Performance

10
9
8
7
6
5
4
3
2
1
0



Employee Engagement

10



Leaders

typically see a 5-7% higher
business performance

A man and a woman are shown from the chest up, positioned on either side of the text. The woman is on the left, and the man is on the right. They are both looking towards the camera with slight smiles. The background is a solid, deep blue. There are several glowing, ethereal light effects: a blue and red glow on the woman's forehead, a blue and red glow on the man's forehead, and a blue and red glow on the man's cheek. The overall mood is futuristic and high-tech.

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?”**

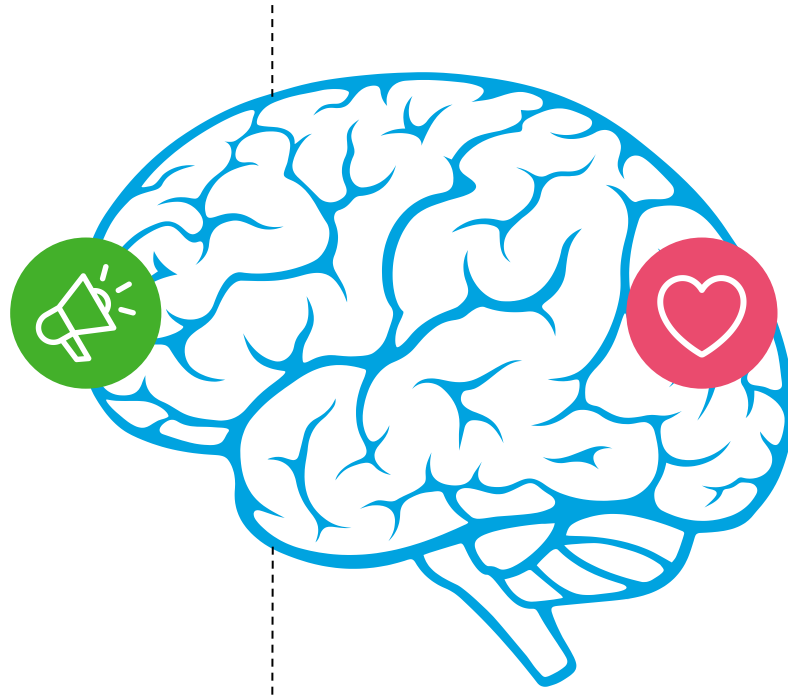
*[Fear about
confidentiality...Frustration with
a recent interaction...]*

“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



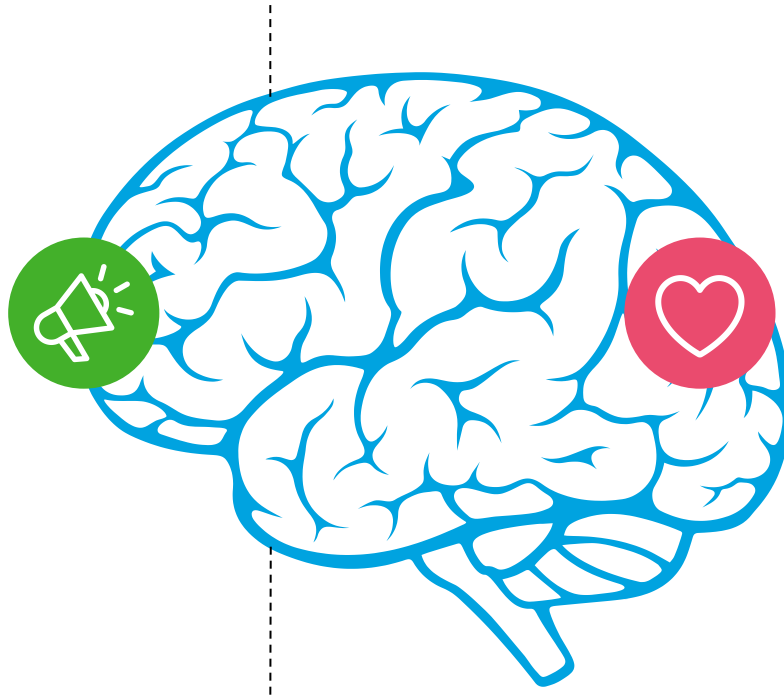
How people feel:
95% of decisions
originate here

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?



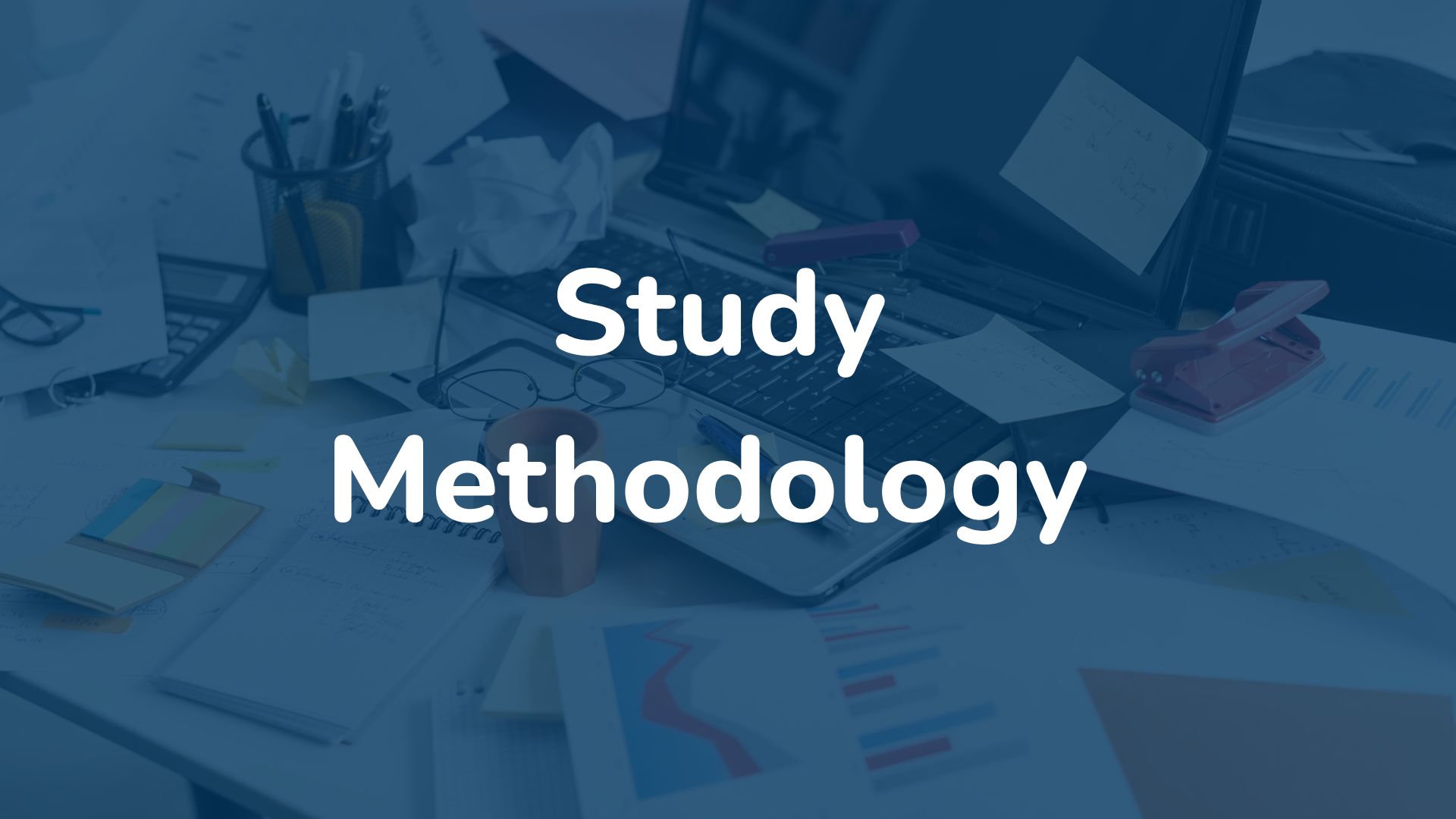
I feel valued

No

Yes

A man and a woman are shown from the chest up, positioned on either side of the text. The woman is on the left, and the man is on the right. They are both looking towards the camera with slight smiles. The background is a solid, deep blue. Overlaid on their faces are glowing, semi-transparent digital patterns, including a stylized '1' on the woman's forehead and a '2' on the man's forehead, suggesting a high-tech or data-driven theme.

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

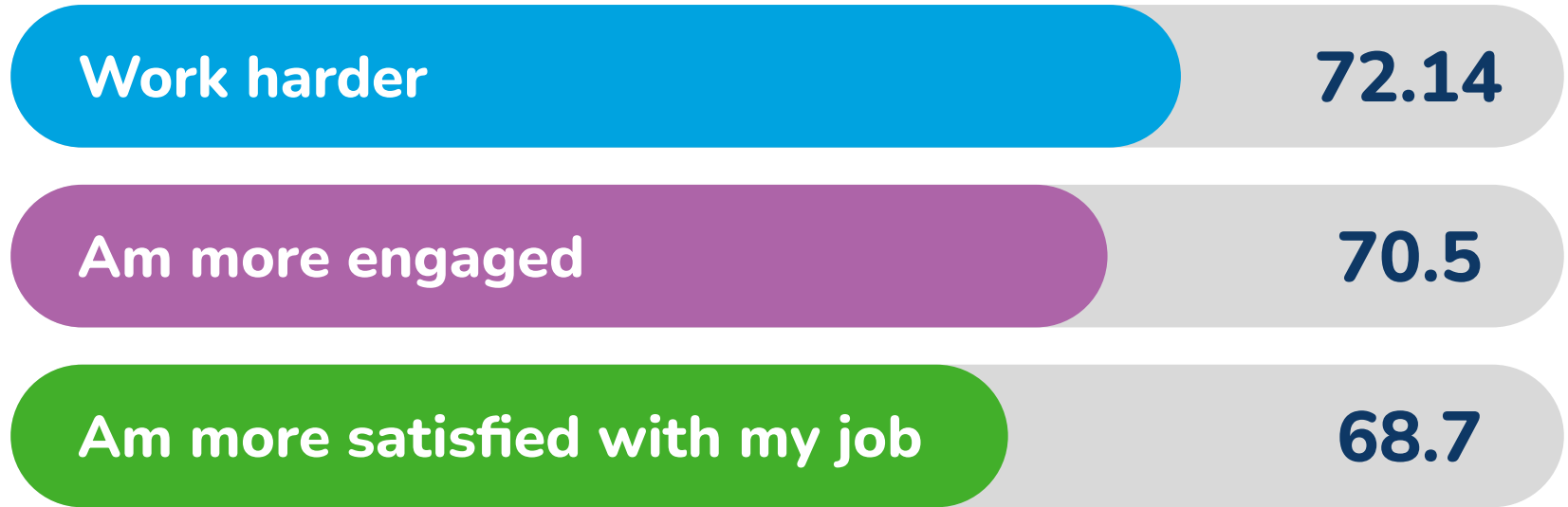
72.14

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



I feel I belong here



Higher seniority

Neurotypical

The Balance of Appreciation in the UK



The Balance of Appreciation in the UK



My organisation praises me



Men

Higher seniority

Mid-sized companies

	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

Making the invisible visible to strengthen culture and drive performance





The Appreciation Index report is our gift to you.

Arriving this November to your inbox.



The background of the entire graphic is a photograph of an audience seated in rows. In the foreground, a man with glasses and a dark shirt is smiling and looking towards the right. Next to him, a woman with blonde hair tied back, wearing a red blazer, is also smiling and looking in the same direction. Behind her, another woman with glasses and dark hair is visible, also smiling. The audience is blurred in the background, suggesting a large gathering. The overall atmosphere is positive and engaged.

RGER
London

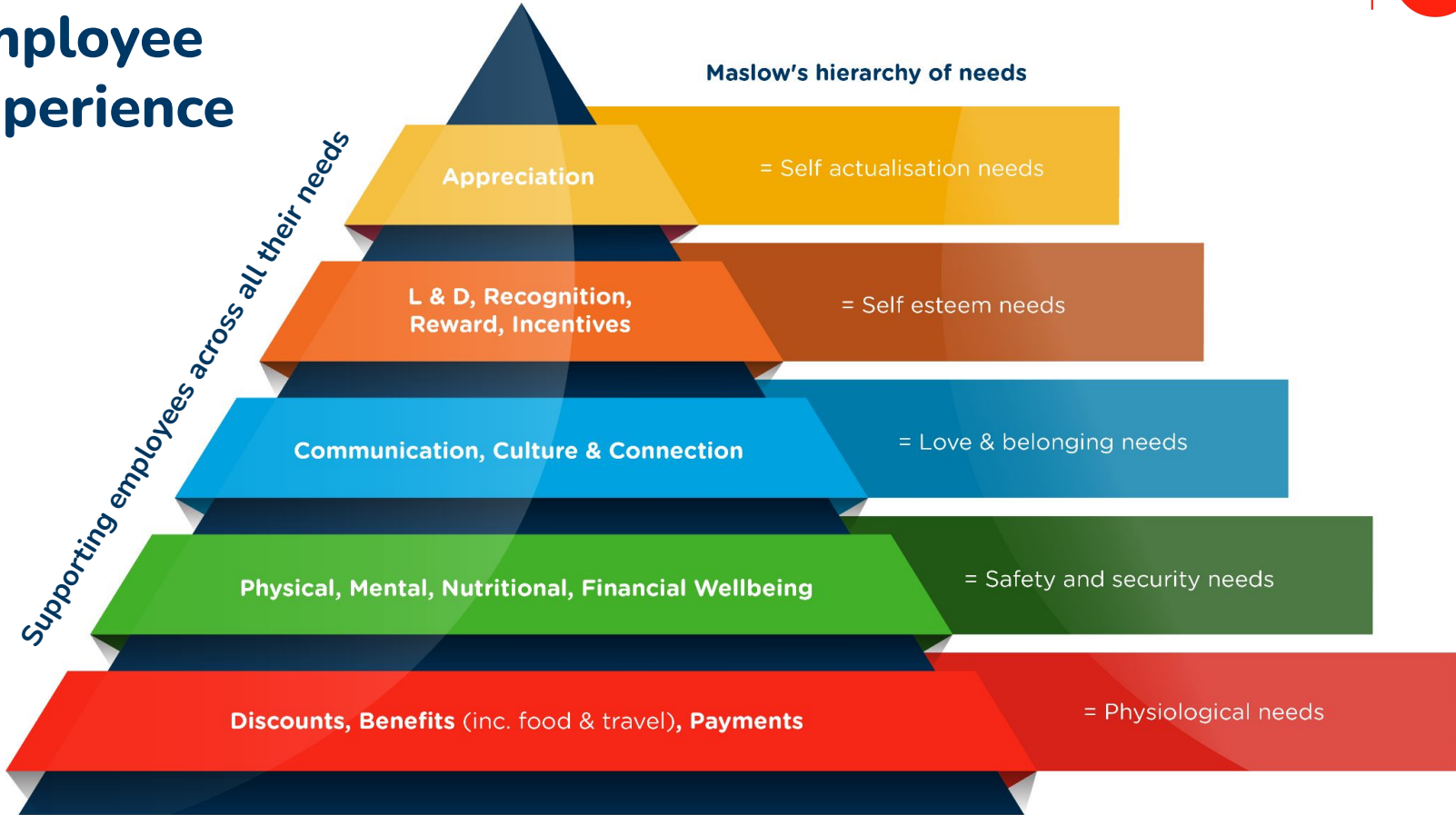
▶ LIVE

Q&A



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

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

 **LIVE**

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

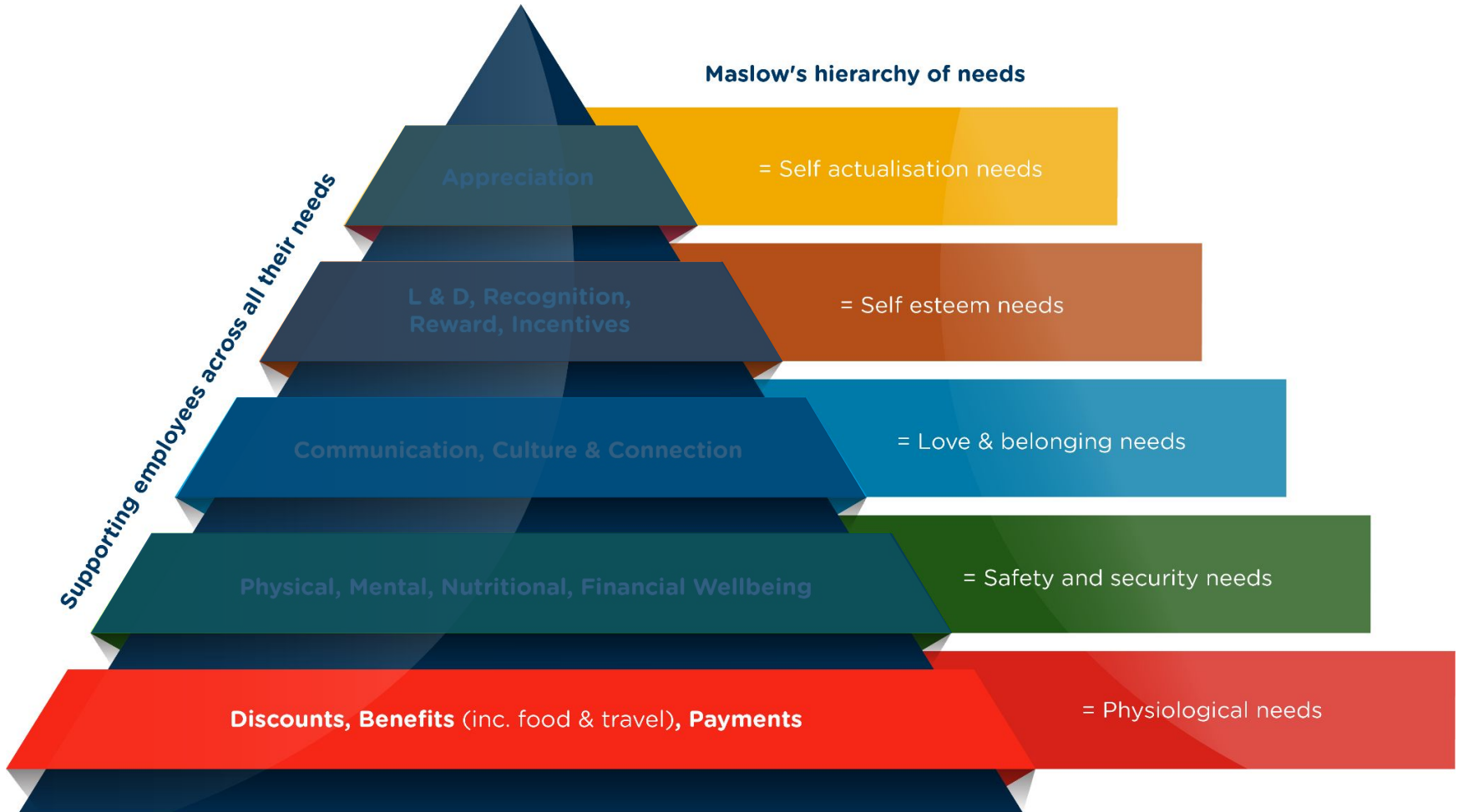
Extra Slides

(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

