

Five trends to inspire your employees in 2018

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This year's engagement trends focus largely on "right fit" employees: how to attract, inspire, retain and keep them happy. Your Employee Value Proposition (EVP) is still crucial to building a strong workforce but recognition technologies are the new standard to deliver cutting-edge analytics. Here's how you can stay ahead of the curve in 2018 and beyond.



1 Make numbers count: harness technology to build strong analytics.

Today's technologies have a powerful impact on your culture of recognition. The combination of human interaction with virtual-assistant technology not only provides valuable insights on employee and manager behaviour, but can also influence and guide it.

BI WORLDWIDE's (BIW) **Recognition Advisor** is built to encourage and remind managers about key recognition initiatives. It also provides real-time data to your HR team, including length of time since a manager recognized each employee, details about previous recognitions, recognition earned to date, budget information and key analytics to help drive and sustain an inspired, top-performing workforce.

Our **Onboarding Advisor** intelligence serves as a helpful guide and coach for new employees from hire date to the end of their first year. For example, employees take virtual tours of the recognition site, pick up best practices through "learning snacks" and earn points for completing onboarding activities. Like the Recognition Advisor, the Onboarding Advisor gathers valuable data to track new employees' engagement and job satisfaction.

Mark milestones: Is it still important to celebrate traditional service anniversaries? Absolutely. Our research shows that employees who are recognized and thanked for their service are more likely to feel a sense of achievement, engagement in their work and commitment to the company.

Technology can take the burden off managers by tracking individual anniversaries, providing reminders and ensuring celebration experiences are consistent and meaningful. Companies focused on reducing turnover recognize service

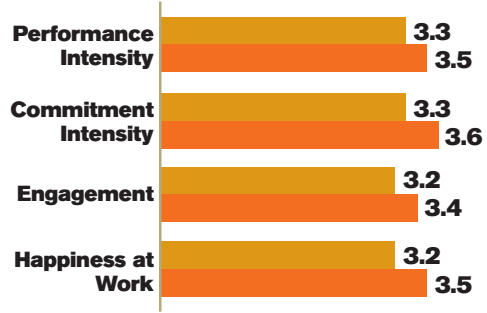
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anniversaries every year — and even every month during a new employee's first year. Service anniversary tracking technology makes elevating the employee experience easier than ever. For example, a virtual social space allows co-workers

and supervisors to quickly and easily send messages of congratulations. Gone are the days of celebrating anniversaries only every five years.

Put technology to work: use technology to track effectiveness based on key metrics. A recent study found turnover is 17.7% lower among employees who received at least one recognition compared to those who did not.

And employees who receive recognition within their first 60 days are more likely to experience increased giving and receiving rates throughout their next year of tenure.

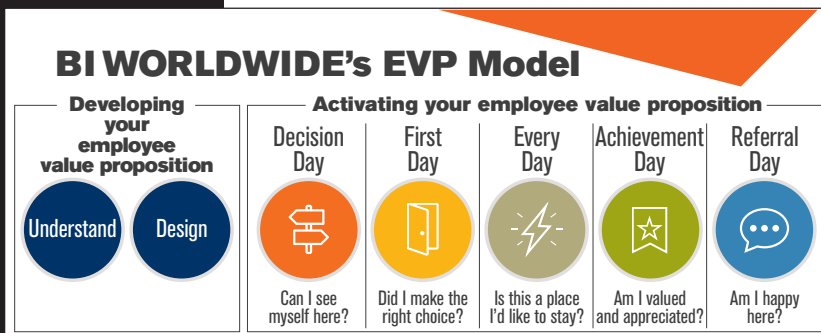


n=1,038 • Base: Representative Sample of U.S. Employees of Large Organizations
Estimated Cost per Employee is based on those receiving the award.
Happiness at Work, Engagement, Commitment and Performance Intensity Measured on 1 to 5 scale, with 5 being the best

2 Tailor your approach: create an EVP to attract "right fit" employees.

This is big: organizations that know precisely what they want in an employee — and differentiate themselves from the competition with a distinctive EVP not only attract more job candidates, but also stand a better chance of hiring the RIGHT candidates.

Employees who are the right fit for your organization work harder, contribute more and are more likely to stay. According to a study by LinkedIn Business Solutions, a strong EVP can increase retention by 25%. Build your EVP to reflect your company values, brand and goals — and then activate it throughout the employee lifecycle.



3 Create advocates: transform your employees into brand champions.

It's important that your EVP reflects what your best employees truly value. Survey employees regularly to stay connected with what they value and why. Employees who are fully invested in your brand can be powerful brand champions — for both customers and prospective

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employees. Keep in mind: 76% of job candidates do their own research (TalentBoard), and they're not looking at only your company website to get the real story. Savvy seekers visit GlassDoor, Facebook, LinkedIn and Transparentcareer for the inside scoop on what it's like to work for you — as shared by current and past employees alike. Make sure the story they tell will attract the talent you need most.

4 Mind the middle: engage your managers.

Managers make a difference. Every day. All day. Here's a telling statistic: 28% to 36% of employees claim they work with leaders whose approach is dysfunctional (Dr. Brad Shuck, 2015). And here's another: half of us have left a job to escape a bad manager (Adkins & Harter, HBR, 2015).

How do you tackle this? Train your managers on the behaviours that really matter, measure compliance and reward for positive outcomes. A happy, inspired manager is likely to foster happy, inspired employees. Our research has shown that 91% of employees whose managers understand them are happy with their current jobs and nine times more likely to perform with greater intensity. That's why it's crucial to empower managers with tools to effectively motivate and reward their teams. A manager's ability to recognize and reward achievement can increase employees' discretionary effort and intent to stay by up to 22.7% and 31.6%, respectively (source: Corporate Executive Board).

5 Start before they start: create a strong employee onboarding process.

There once was a time when new employees would attend a first-day orientation session — and move on to a sink or swim scenario. Today's leading companies are changing the game with strategic onboarding processes that begin before a new hire walks through the door and extend far beyond the first year. Why is onboarding so important?

Thoughtful onboarding:

- Aligns employees with a company's mission, values and culture, creating a sense of connection and an understanding of how their work fits into the big picture
- Sets expectations for easily achievable milestones throughout the first year of employment
- Establishes goals that become compelling reasons to stay
- Fosters enthusiasm

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- Shortens the learning curve and ramps up productivity
- Encourages manager involvement
- Solidifies the employee's relationship with the company
- Improves job satisfaction

A study by Equifax Workforce Solutions states that if a new employee is going to quit, chances are high that it will happen within the first six months. More than 40% of turnover happens within the first month; another 10% or more leave before their first anniversary. It's no surprise that an Aberdeen study reports that best-in-class companies are 53% more likely to begin the onboarding process before day one. A strategic onboarding process is an investment with exponential potential.

So what's the bottom line here? If you want to up your game, you've got to think holistically. The key to success doesn't just mean doing one thing well. It requires a cohesive approach with technology equipped to track and manage your strategy on an individual, team and organizational level.

To learn more about how BI WORLDWIDE can deliver an inspiring global reward and recognition strategy for your organization, visit: biworldwide.ca or email canada@biworldwide.com.

