



# Social motivation: **How workplace community and interaction is changing recognition and benefits schemes**

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How  
important are  
online  
communities  
today?





**Communities  
are trust  
factories**



Why does this  
matter to  
employers?





A modern office environment with people working at desks. In the foreground, a woman in a green shirt and a man in a plaid shirt are sitting at a desk, looking at a laptop and a monitor displaying charts. In the background, another woman is sitting at a desk, and a man is standing and talking to her. The office has wooden desks, multiple computer monitors, and some decorative items on the walls. A large white circular graphic overlay is on the right side of the image, containing the text "The way we work is changing fast".

**The way we  
work is  
changing fast**



114

0

1K

83

**Every workplace  
is ready to  
capitalise on the  
recognition  
economy**





**We just need  
to give people  
the tools to  
bring  
recognition  
alive**



**This means  
new rules of  
the road**



# Making the recognition economy effective



Trust



Peer-to-peer



Instant



Digital



Fun





The bottom  
line





# The business case #1

## HAPPY CUSTOMERS

- Organisations that invest in social recognition are 2x more likely to improve NPS scores



# The business case #2

## INNOVATION

- Employees who receive strong recognition are 33% more likely to be proactively innovating and generating x2 as many ideas per month



# The business case #3

## ENGAGING LEADERS & MANAGERS

- ▶ 78% of employees who receive strong recognition have good working relationships with team members and managers vs 35% of employees who receive weak recognition

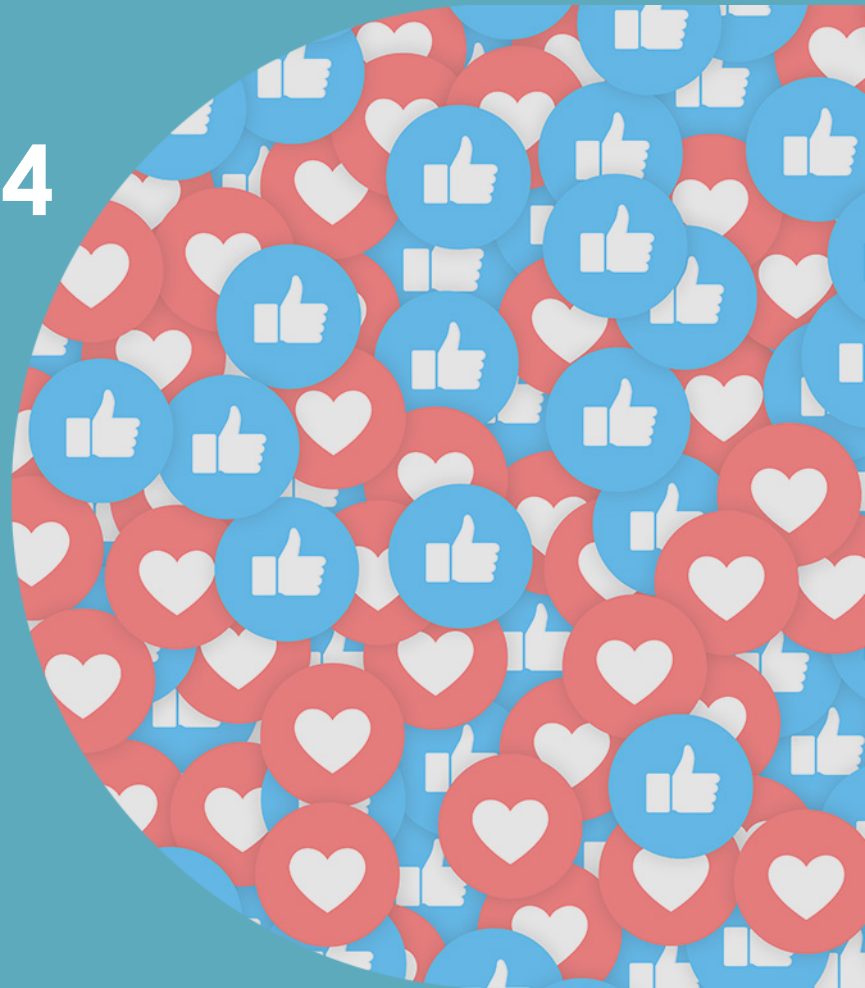




# The business case #4

## PEOPLE WHO WANT TO STAY GROW WITH YOUR BUSINESS

- ▶ Talent retention in businesses who are using social recognition is just under 60% vs 20% in businesses who are not





**Why the time  
is now**

# Q&A

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