



# The Importance of **Social Recognition** and Why Colleagues and Peers Rule!

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MOTIVATE<sup>®</sup>

Power2Motivate (P2M) is an end to end “Global Engagement” platform that enables companies to track, motivate and reward human behaviour on a global scale. Power2Motivate consolidates “Engagement” throughout the enterprise from Employees, Sales & Channel Partners to End Customers. In addition, Power2Motivate has bundled powerful “Engagement” tools including Global Benefits, Social, Wellness, Analytics and Sharing within a single engagement platform making P2M the most robust Engagement platform on the market today!



**“Social Recognition is defined as the process whereby employees create meaningful relationships with each other.”**

Driven by the **social media revolution** and the age of *sharing* everything, the Internet, mobile, the cloud and SaaS have paved the way for massively scalable social applications that changed:



How we  
**use public transportation**  
– Uber (2009)



How we  
**vacation**  
– Airbnb (2012)



How we  
**listen to music**  
– iTunes (2001)



How we  
**communicate**  
– Twitter (2006)

One only needs to witness the sharing elements of Facebook “Likes”, Instagram “Followers”, Uber drivers/passengers, or Airbnb hosts/guests ratings to underscore the ubiquitous impact of Social Recognition on our daily lives. This is not a generational change ascribed to millennials, but a fundamental change in how consumers, employees, and companies engage in our new economy throughout the generations in our current and future workforces.

Social Recognition platforms enable employees to celebrate their successes and day-to-day experiences through online tools such as Peer Recognition. These experiences are instantly broadcasted throughout the organization via integrated newsfeeds as well as reinforced further through gamification and the collection of trophies.

Social Recognition harnesses the power of sharing workplace challenges and successes while instantly enabling employees to thank, publically share, and acknowledge the great work they do together as colleagues and peers.

Amy Morin is a psychotherapist and the author of *13 Things Mentally Strong People Don't Do* and she wrote the following paper on the "7 Scientifically Proven Benefits Of Gratitude That Will Motivate You To Give Thanks Year-Round."

As you read her study, you begin to understand why Social Recognition is such a powerful workplace tool and why we need to work from the top down. Managers don't often genuinely thank employees enough for the great work their employees do. Expressing gratitude will produce far greater long term value than you might think possible. Studies show that managers who show they care and thank their employees regularly will have far less attrition and higher productivity.

By empowering employees to celebrate their successes and the behaviours they experience each day, you also give them the opportunity to simultaneously shape the corporate culture and build a personal legacy. An open and proactive workforce can truly reshape your company and it all begins by saying "thank you."

Psychologists have long since known that the power of being thankful throughout the year has tremendous benefits on quality of life.

In fact, gratitude may be one of the most overlooked tools we can all access every day. Cultivating gratitude doesn't cost any money and it certainly doesn't take much time, but the benefits are enormous. Research reveals gratitude can have these seven benefits:



### **1. GRATITUDE OPENS THE DOOR TO MORE RELATIONSHIPS.**

Not only does saying "thank you" constitute good manners, but showing appreciation can help you win new friends according to a 2014 study published in *Emotion*. The study found that thanking a new acquaintance makes them more likely to seek an ongoing relationship. Whether you thank a stranger for holding the door for you, or send a quick thank-you note to that co-worker who helped you with a project, acknowledging other people's contributions can lead to new opportunities while fostering deeper workplace relationships including respect and pride.



### **2. GRATITUDE IMPROVES PHYSICAL HEALTH.**

According to a 2012 study published in *Personality and Individual Differences*, grateful people experience fewer aches and pains and they report feeling healthier than other people. Not surprisingly, grateful people are also more likely to take care of their health. They exercise more often and are more likely to attend regular check-ups with their doctors which is likely to contribute to greater longevity.



### **3. GRATITUDE IMPROVES PSYCHOLOGICAL HEALTH.**

Gratitude reduces a multitude of toxic emotions ranging from envy and resentment to frustration and regret. Robert A. Emmons, Ph.D., a leading gratitude researcher has conducted multiple studies on the link between gratitude and well-being. His research confirms that gratitude effectively increases happiness and reduces depression.





#### **4. GRATITUDE ENHANCES EMPATHY AND REDUCES AGGRESSION.**

According to a 2012 study by the University of Kentucky, grateful people are more likely to behave in a prosocial manner, even when others behave less kind. When given negative feedback, study participants who ranked higher on gratitude scales were less likely to retaliate against others. They experienced more sensitivity and empathy toward other people and a decreased desire to seek revenge.



#### **5. GRATEFUL PEOPLE SLEEP BETTER.**

According to a 2011 study published in *Applied Psychology: Health and Well-Being*, writing in a gratitude journal improves sleep. By spending as little as 15 minutes jotting down a few grateful sentiments before bed and you may sleep better and longer.



#### **6. GRATITUDE IMPROVES SELF-ESTEEM.**

A 2014 study published in the *Journal of Applied Sport Psychology* found that gratitude increased athletes' self-esteem, which is an essential component to optimal performance. Other studies have shown that gratitude reduces social comparisons. Rather than becoming resentful toward people who have more money or better jobs – which is a major factor in reduced self-esteem – grateful people are able to appreciate other people's accomplishments.



#### **7. GRATITUDE INCREASES MENTAL STRENGTH.**

For years, research has shown gratitude not only reduces stress but it may also play a major role in overcoming trauma. A 2006 study published in *Behavior Research and Therapy* found that Vietnam War Veterans with higher levels of gratitude experienced lower rates of post-traumatic stress disorder. A 2003 study published in the *Journal of Personality and Social Psychology* found that gratitude was a major contributor to resilience following the terrorist attacks on September 11th. Recognizing all you have to be thankful for – even during the worst times of your life – fosters resilience.

Developing an “attitude of gratitude” is one of the simplest ways to improve your satisfaction, both on and away from your work while forging deeper more meaningful relationships in all levels of your life.

As with all emotions, gratitude can be both felt and expressed. The evidence on how feeling gratitude functions to find, remind, and bind in social relationships is robust. Promoting trust, encouraging help, lowering aggression, and feeling grateful, gives rise to a wide range of outcomes that benefit both parties in a social relationship.



## Here's the punchline!

As Social Recognition grows within your organization so does personal and peer accountability. Social Recognition improves communications, but it also makes all employees and managers more accountable because no-one wants to openly let down their peers.

In fact, according to a recent TinyPulse survey, colleagues were the number one thing that employees loved most about their company, followed by their workplace culture. Happy employees signal both a positive workplace and culture as these two factors build in direct correlation with each other over time.

In the book *Good To Great* by Jim Collins, he references the strategic importance of having the “Right People on the Bus” because otherwise you risk eroding workplace happiness. Lack of follow-through on projects is the number one job productivity killer in companies today. Employees who continually let down the team may soon find themselves being ostracized by their peers.

Social Recognition is a powerful tool that connects all employees and managers in a way that makes everyone equal. While the work they perform may differ, all employees contribute in their own way in order to help the company meet and exceed corporate objectives.

Truly great companies constantly share and report on their results because engaged employees truly care about their company's road to success. They view it as a shared path where everyone is equal and thanked openly for the good work they do to help achieve great things together.

Great companies create a culture that openly recognizes the efforts of individuals and teams, while taking a moment to simply and profoundly say “thank you.”