

Bulletin www.incentivefederation.org

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**Maritz Motivation Solutions Releases New CultureNext® Study on Employee Recognition**

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| **Who does the Incentive Federation represent?**  The Incentive Federation is the only organization whose membership and leadership includes all the industry’s national trade associations, as well as individual companies. It is under The Incentive Federation umbrella that the collective interests of the Incentive Marketing Association (IMA), the Promotional Products Association International (PPAI), The Incentive Research Foundation (IRF), and Society for Incentive Travel Excellence (SITE) are discussed, nurtured and advanced. |
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| **IFI Mission Statement**  **The Incentive Federation is dedicated to promote, protect and research the incentive field, encompassing recognition, promotional products and related**    **promotions.** |

promotions.

[Maritz Motivation Solutions](http://www.maritzmotivation.com/), a company within St. Louis-based Maritz, has released a new study on employee recognition programs and their impact on employee engagement. According to the [CultureNext® Employee Engagement and Benchmark Study](http://go.maritzmotivation.com/benchmarks_study), 80% of companies believe their recognition programs are at least moderately effective in driving employee engagement, and 22% say their programs are very effective.

In other findings, over 78% of companies surveyed have a documented employee engagement strategy and nearly 50% measure success. 60% fund at least four to six different types of recognition programs. Budget ranked as the “greatest inhibitor of success,” with manager participation ranked as number two.

The online survey was conducted with 117 companies that have more than 1,000 employees. 56% of the corporations surveyed have more than 10,000 employees; 64% generate more than $1 billion in annual sales; and 60% operate in more than one country. 20% have 80,000 or more employees. In terms of industries, 60% of companies are in the pharma, healthcare/medical and banking/financial services sectors, followed by hospitality, automotive, and consulting.

“While most companies have employee recognition programs, our study shows they can be used much more effectively. Companies that rate their programs highly have a strategy, a documented plan and a way to measure success. They invest more, communicate with employees frequently, and train managers on the programs. These companies say that manager participation is the greatest inhibitor to success,” said Kimberly Lanier, vice president of employee engagement at Maritz Motivation Solutions. Lanier is a Director on the Incentive Federation, Inc.’s Board.

“Another key finding is the relatively high number of companies with absolutely no technology platform or social component in their employee recognition programs. They are missing an enormous opportunity to connect with millennials and Gen Z, who will be the workforce majority in the next few years,” Lanier said.

Other data points include:

* 38.5% of companies indicate the investment in employee recognition programs represents between .01% and .5% of total payroll. 25% invest between.01% and .25% of total payroll. Those in the “very effective” category invest .76% or more of total payroll.
* The types of recognition programs used most frequently by study respondents are service anniversary, above-and-beyond performance, and employee referral. Gift cards are the most common awards used in recognition programs, followed by cash, certificates and company logoed products.
* More than half of the companies stream recognition into an activity or news feed. Notably, only 10% say their organization’s recognition platform can share to other sites such as Facebook or LinkedIn.
* 60% of companies share recognition-related communications at least monthly. 5% never communicate. 39% of the “very effective” category communicates recognition across the company weekly or daily.
* More than half of the companies have formal training on how to use recognition programs effectively. Nearly 1 in 5 leave any training up to local managers. 77% of the “very effective” companies provide training.

**Incentivizing Safety on the Job**

*Promotional Products Business* magazine has published an article in its July 2017 issue titled [“Incentivizing Safety on the Job,”](http://pubs.ppai.org/2017/06/incentivizing-safety-on-the-job/) The article tracks the policies and positions of the Occupational Safety and Health Administration (OSHA) for nearly 20 years regarding the use of safety incentives in the workplace.

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**Questions, Concerns, Requests**

Please contact the Federation if you have any questions or learn of any issues you believe the Federation should be aware of. Since the Federation’s founding in 1984, its effectiveness in representing and protecting the industry with one voice has only been made possible through the financial support and active participation of industry organizations and companies.

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