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passion for
corporate culture

A new approach to

Employee appreciation

How employee appreciation has a positive long-term impact on corporate success

Zürich 21.09.22

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What is appreciation?

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Appreciation is …

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Appreciation in the context of work is an **appreciation of the person itself** and of the work he or she does. Appreciation is not just an after-the-fact acknowledgment of employees' performance or special achievements.
More than this, **appreciation is a recognition of the person's value** and can be expressed in many different ways. The most common way of expressing appreciation is trough praise.
(Nelson, 2006).

Appreciation is …

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… valuing someone else
… positive evaluation of someone
… recognizing someone
… acknowledging someone
… holding someone in high esteem

Appreciation is …

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Appreciation is defined as “acknowledging the value and meaning of something—an event, a person, a behaviour, an object—and feeling a positive emotional connection to it” (Adler & Fagley, 2005).

Languages of Appreciation

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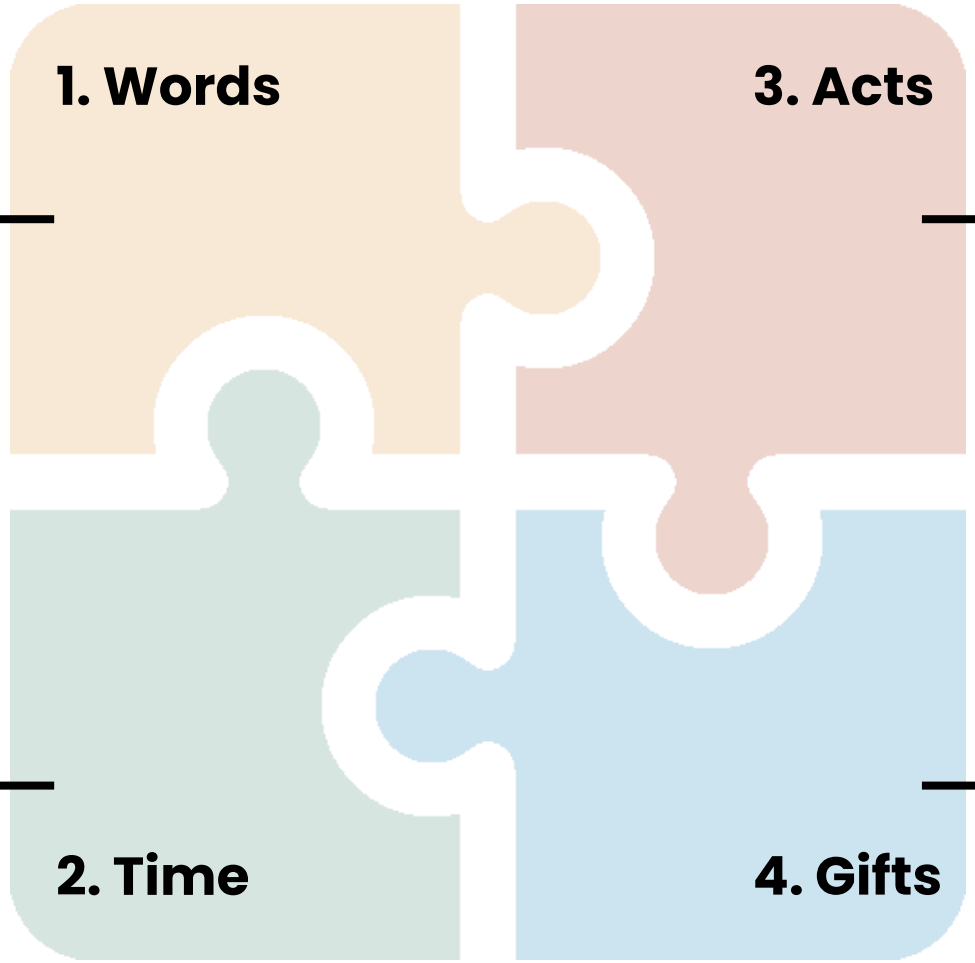

1. Words

- Spoken
- Written

3. Acts

- Helping
- Working together
- Participation

2. Time

- Meetings
- Events
- Integration

4. Gifts

- Tangible
- Not comprensation

Languages of Appreciation

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https://findmind.ch/c/EBF2022

Preferred Languages of Appreciation (CH)

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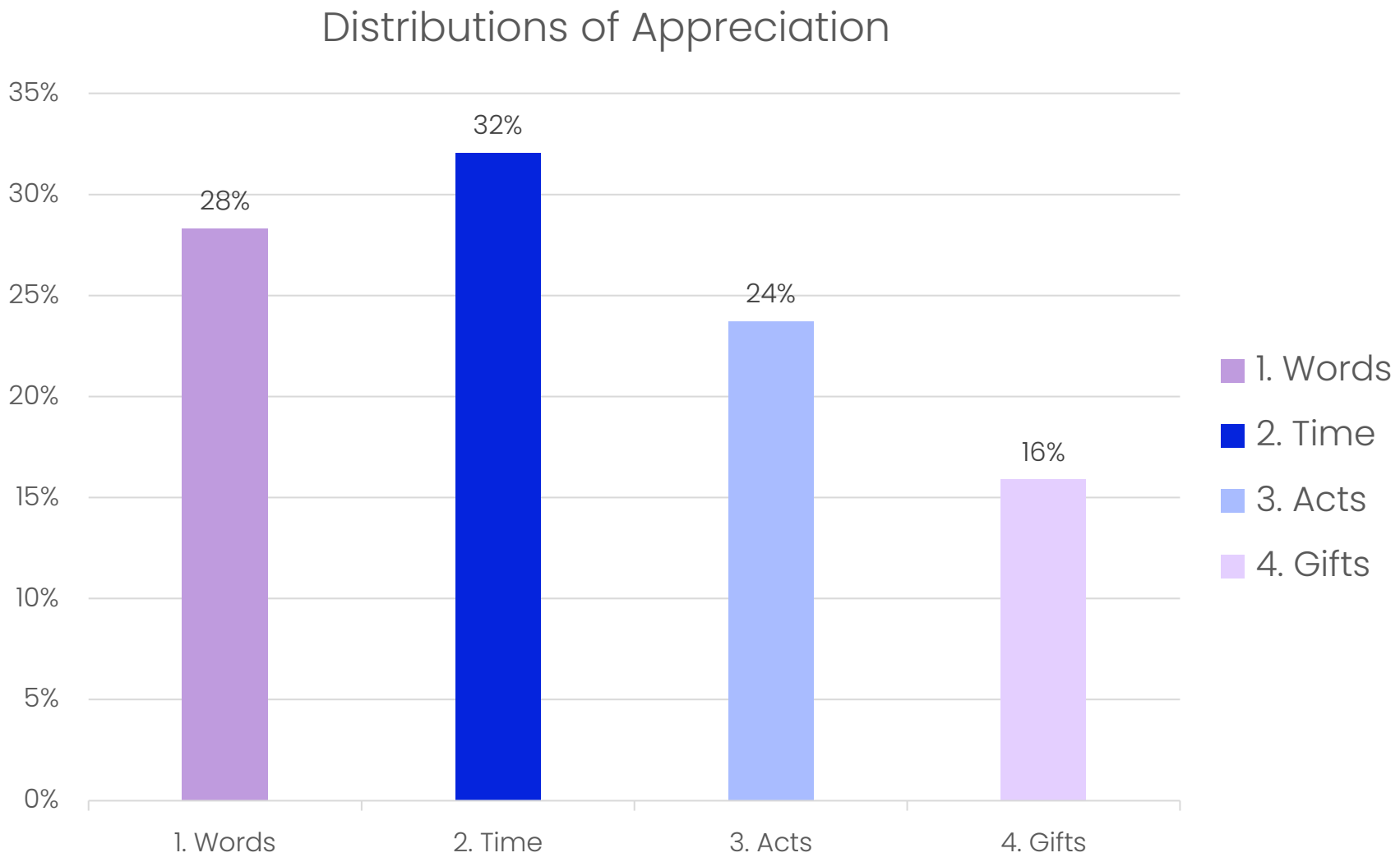
Ranking in CH

1. Time
2. Words
3. Acts
4. Gifts



Actions items

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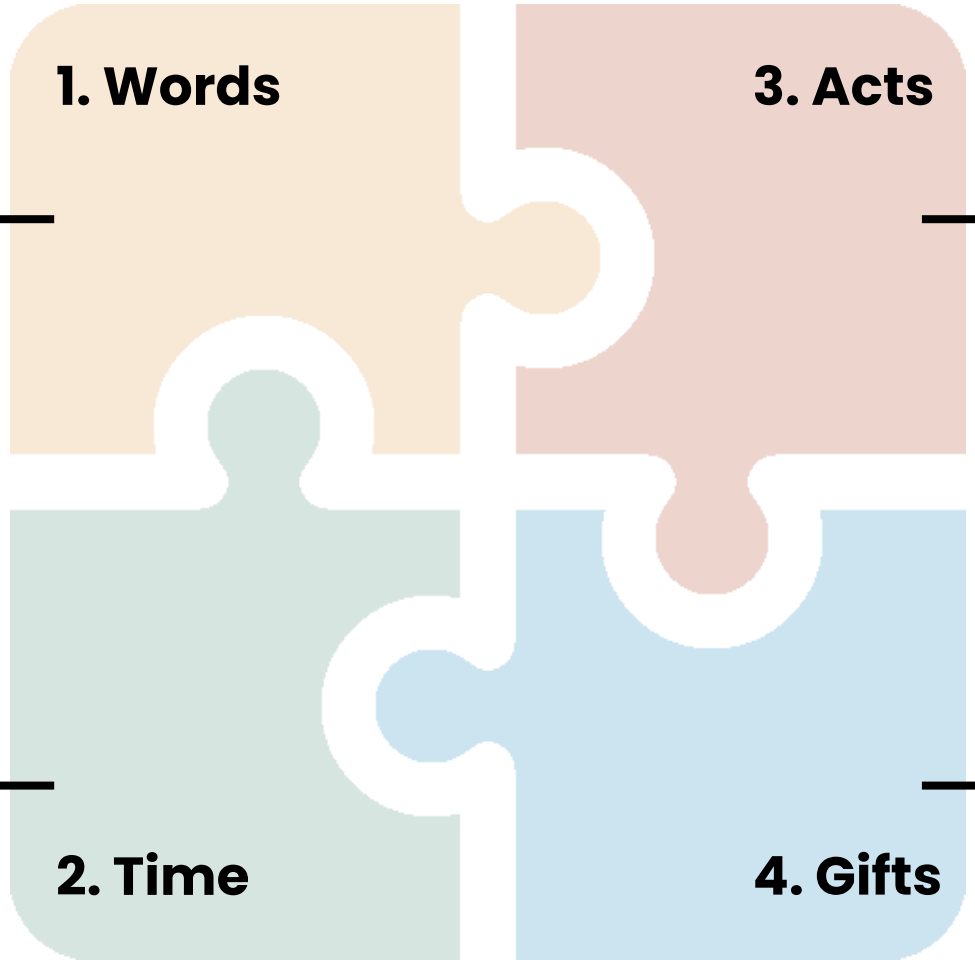
- Kudos
- Praise your employees for:
  - Performance
  - Character
  - personality



- Offer help and support
- Enable your employees

- Do 1 on 1 meetings
- Do small group events
- Virtual events

- Offer days off
- Offer vouchers
- Individualize gifts

Appreciation events

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Achievement Events

- Task goal attainment
- Problem-solving
- Task related accomplishments
- Employee of the month
- Best closer

Recognition Events

- Praise
- Positive feedback
- Acknowledgement
- Usually task-independent
- Birthday
- Milestone

Positive long-term impact on success

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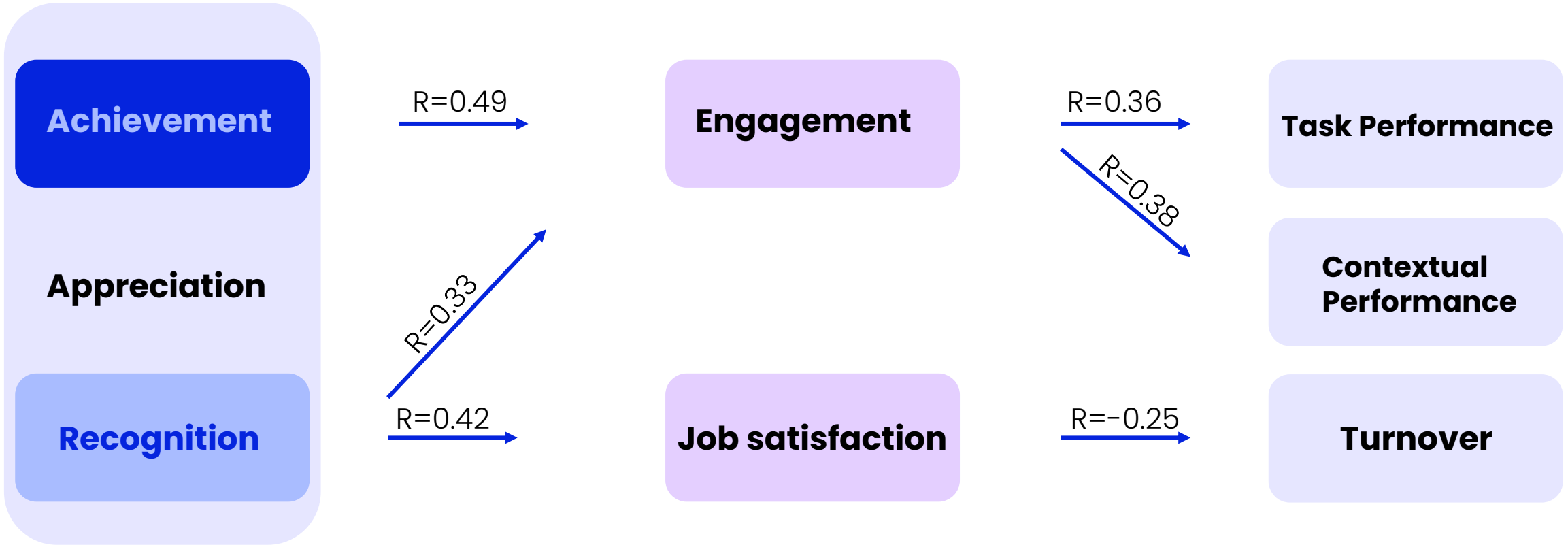

Correlation -1 to 1

Christian 2011, Swider 2011, Wang 2018, Pfister 2020

Appreciation in a changing workforce

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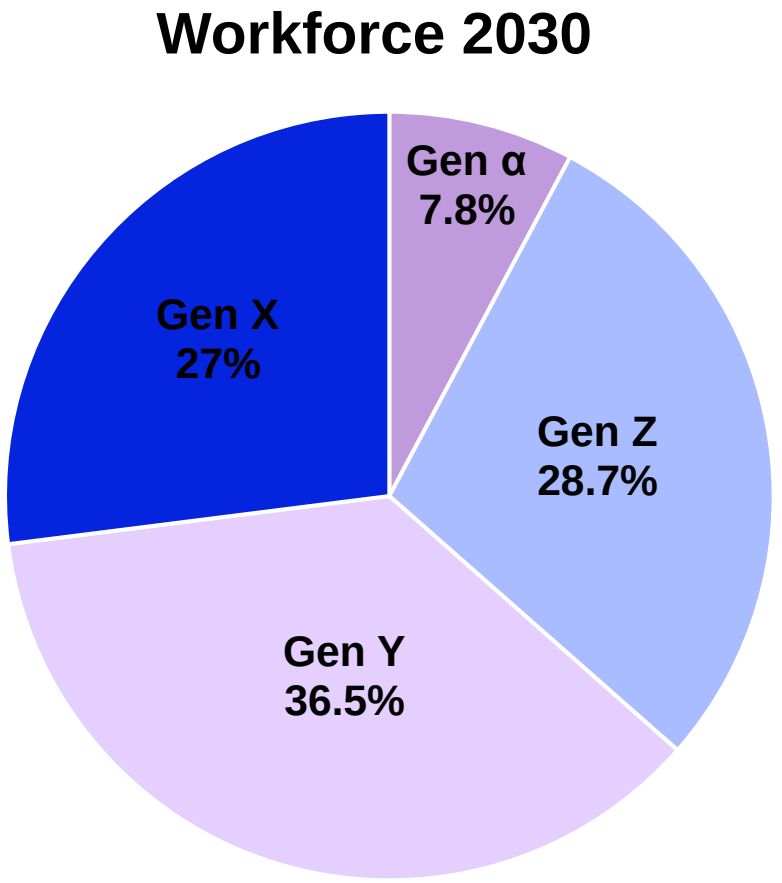
- **Quality time more important** for younger generations
- **Acts of service less important** for younger generations
- **Words are primary language** in all generations



Appreciation and Employee Lifecycle

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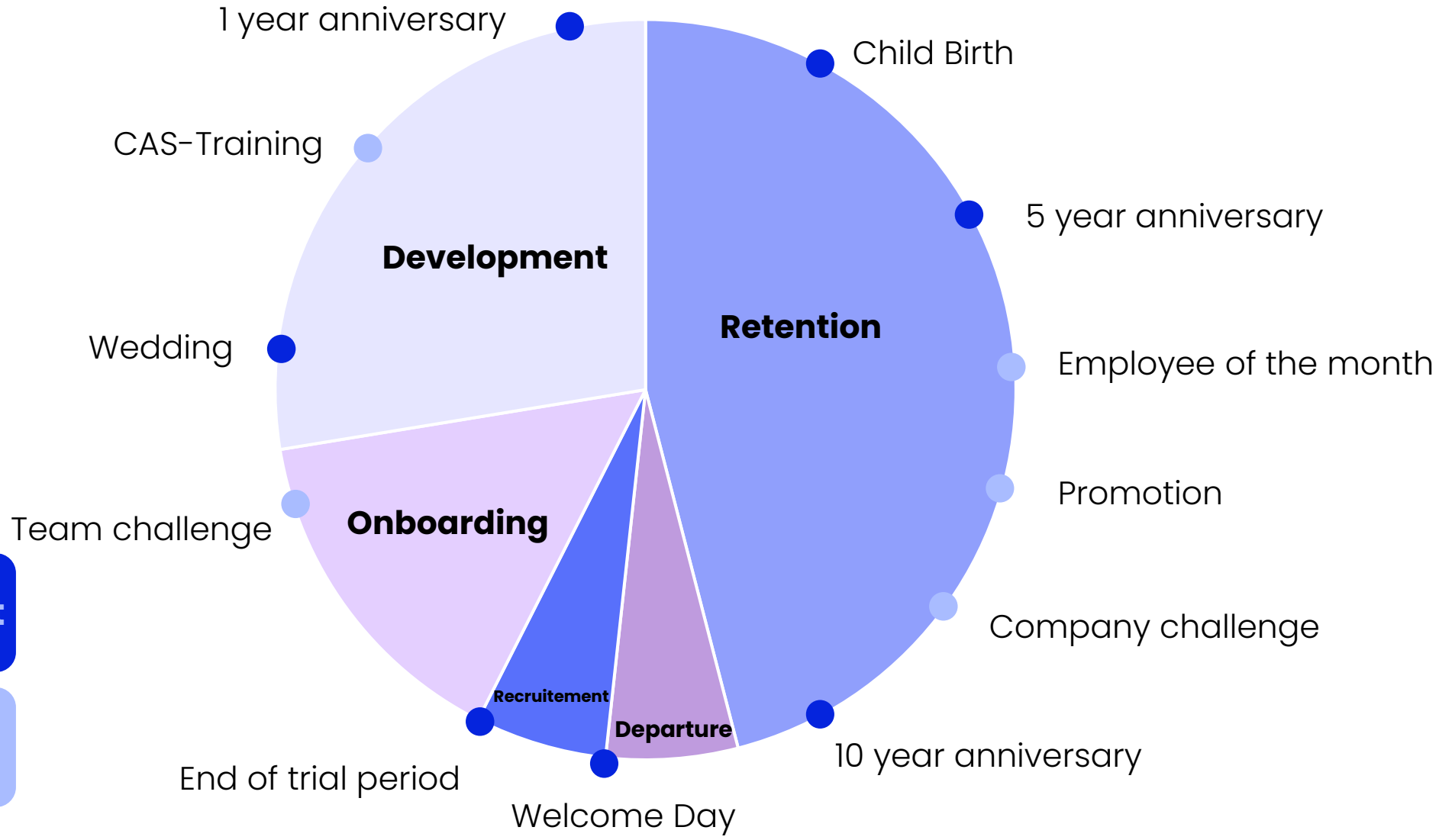

Achievement

Recognition

Today's appreciation in Swiss companies

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Top Events

Birthdays

(30%)

Ø CHF 45.00

Thank You

(21%)

Ø CHF 185.00

X-Mas Holidays

(15%)

Ø CHF 103.00

Anniversary

(8%)

Ø CHF 203.00

Appreciation in Swiss companies

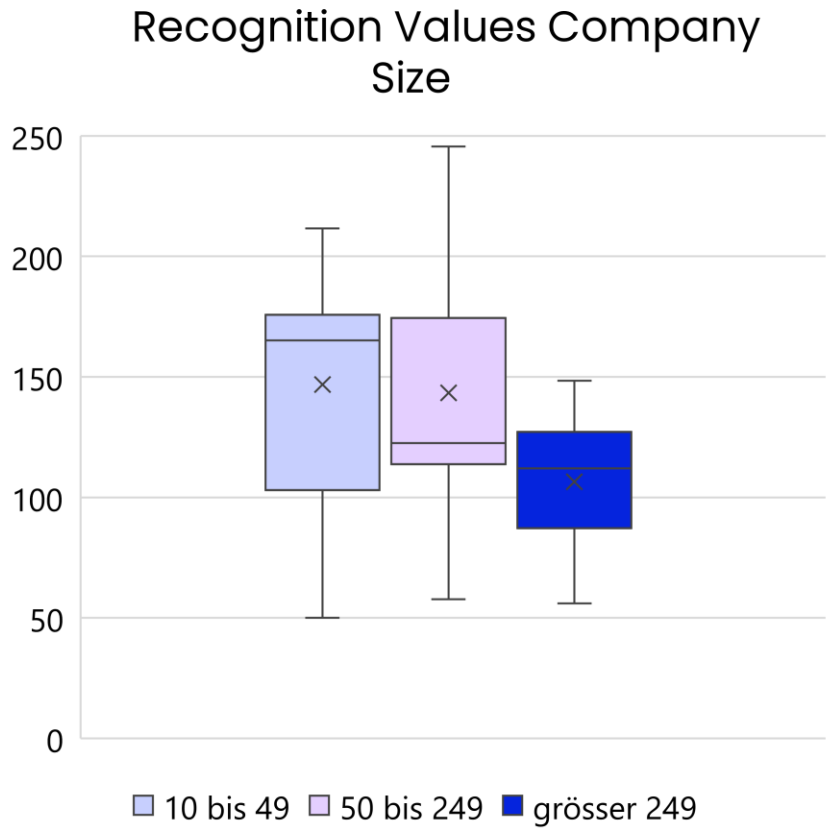
Top

- Culture, Teaching, Other services
- Processing / Manufacturing

Bottom

- Trade
- Catering, Restaurants, Hotels

→ **Size is big factor in industry!**



Strategic implementation of appreciation

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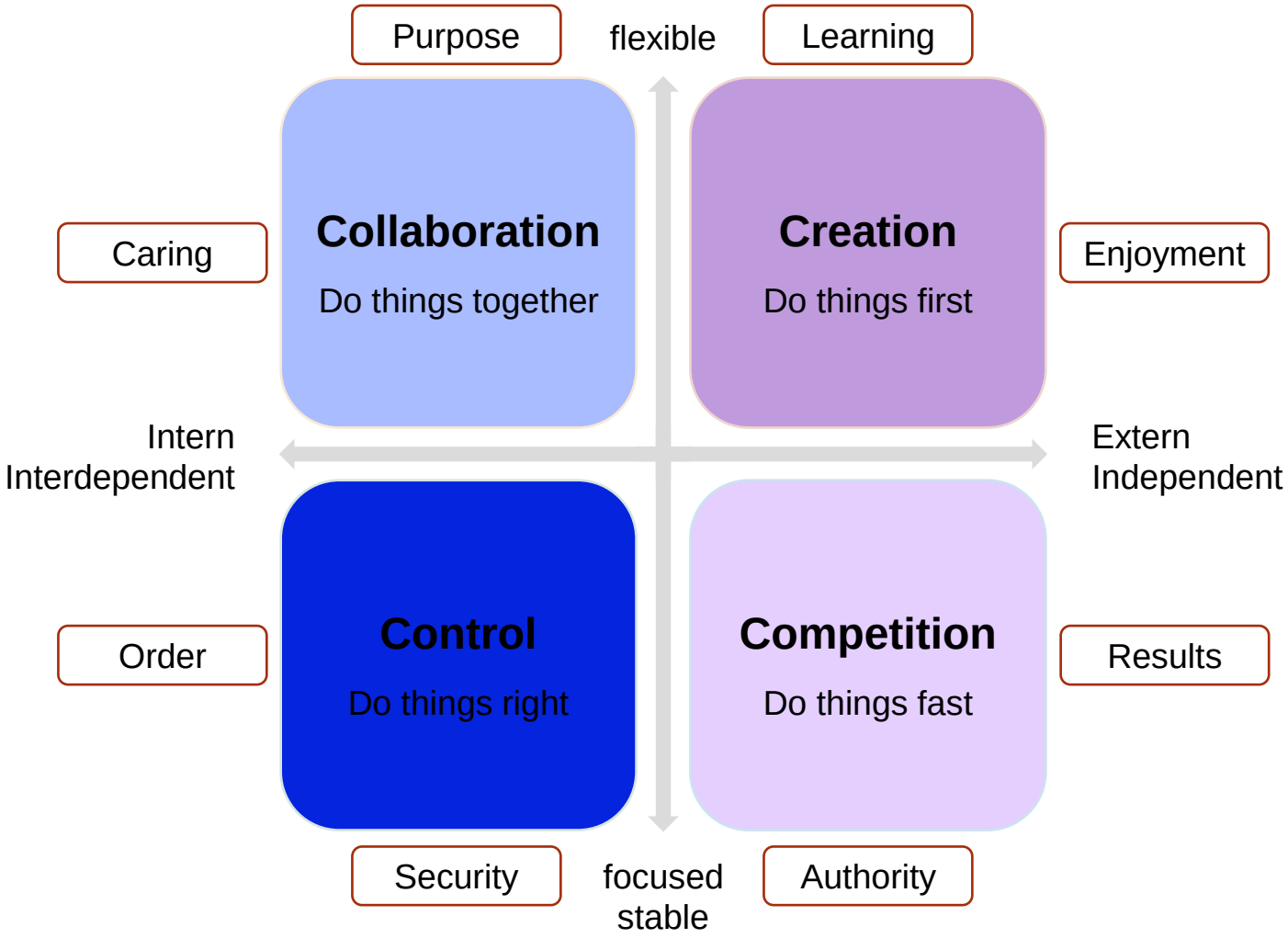

Strategic implementation of Appreciation

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	Collaboration Do things together	Creation Do things first	Control Do things right	Competition Do things fast
Responsibility	Decentralized	Centralized	Centralized	Decentralized
Work Events	Recognition Events	Recognition Events	Achievement Events	Achievement Events
Typ of appreciation	Peer to Peer appreciation	Bottom up	Top down	Top down
Lifecycle Event	Thank you	Positive Feedback	Anniversary	Award

Appreciation as a driver for culture

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Bontique-Check Experience

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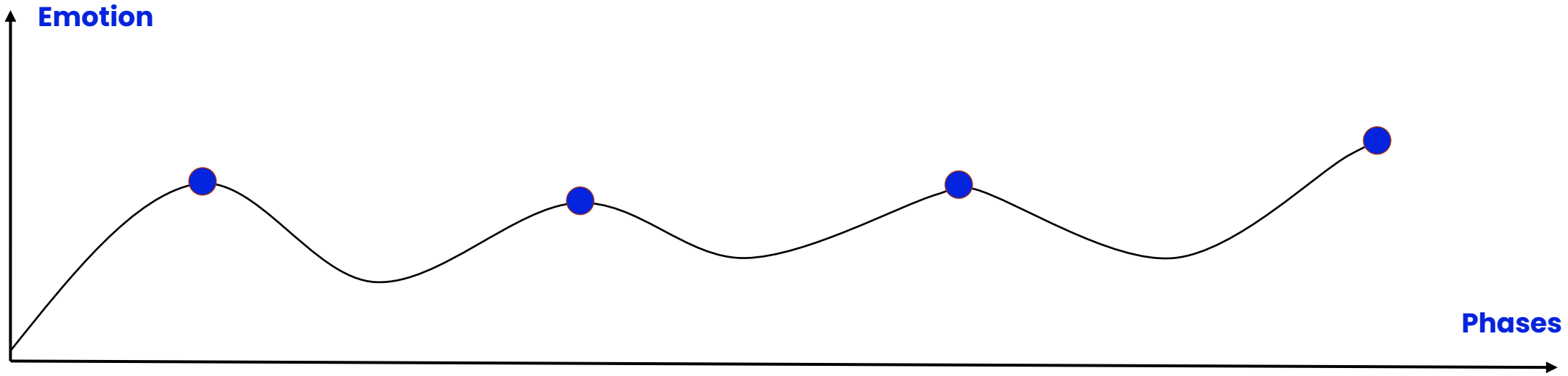

Creation of Bontique-Checks

- Intuitive creation process
- Budget management
- Countless events

Receipt of Bontique-Checks

- Own corporate branding
- Online shipping possible

Handover of Bontique-Checks

- Noticeable employee satisfaction

Feedback on the present & offer

- Lasting memory among employees

Comunication Tools

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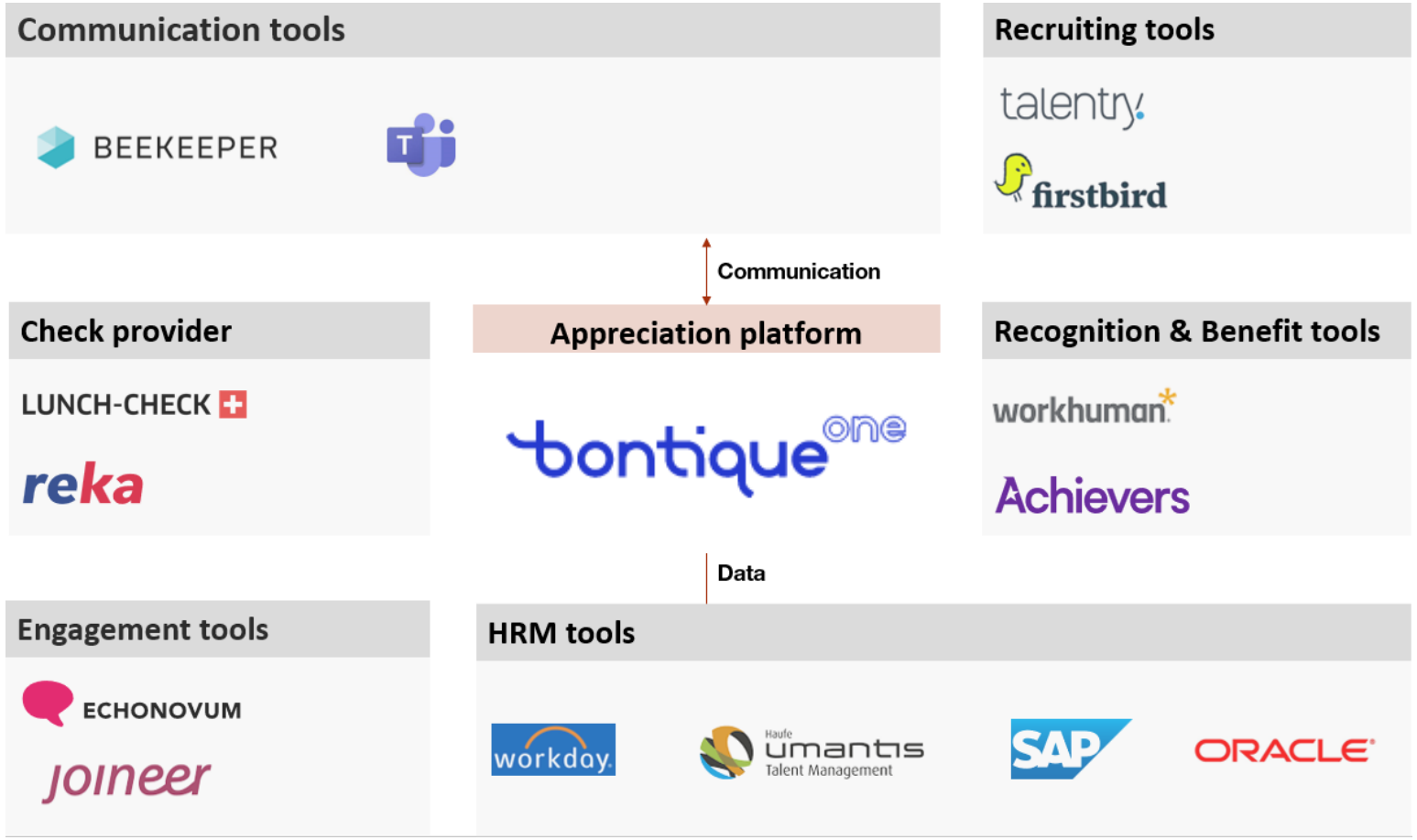

Bontique-Checks

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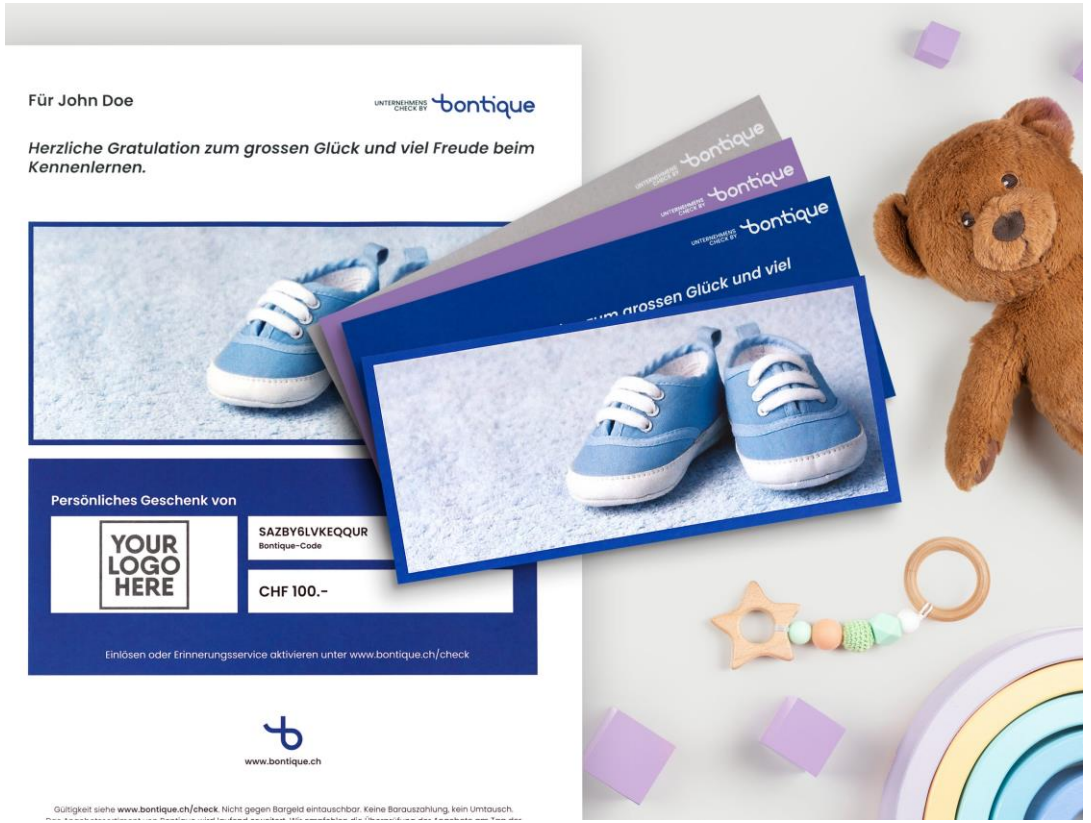

BontiqueOne

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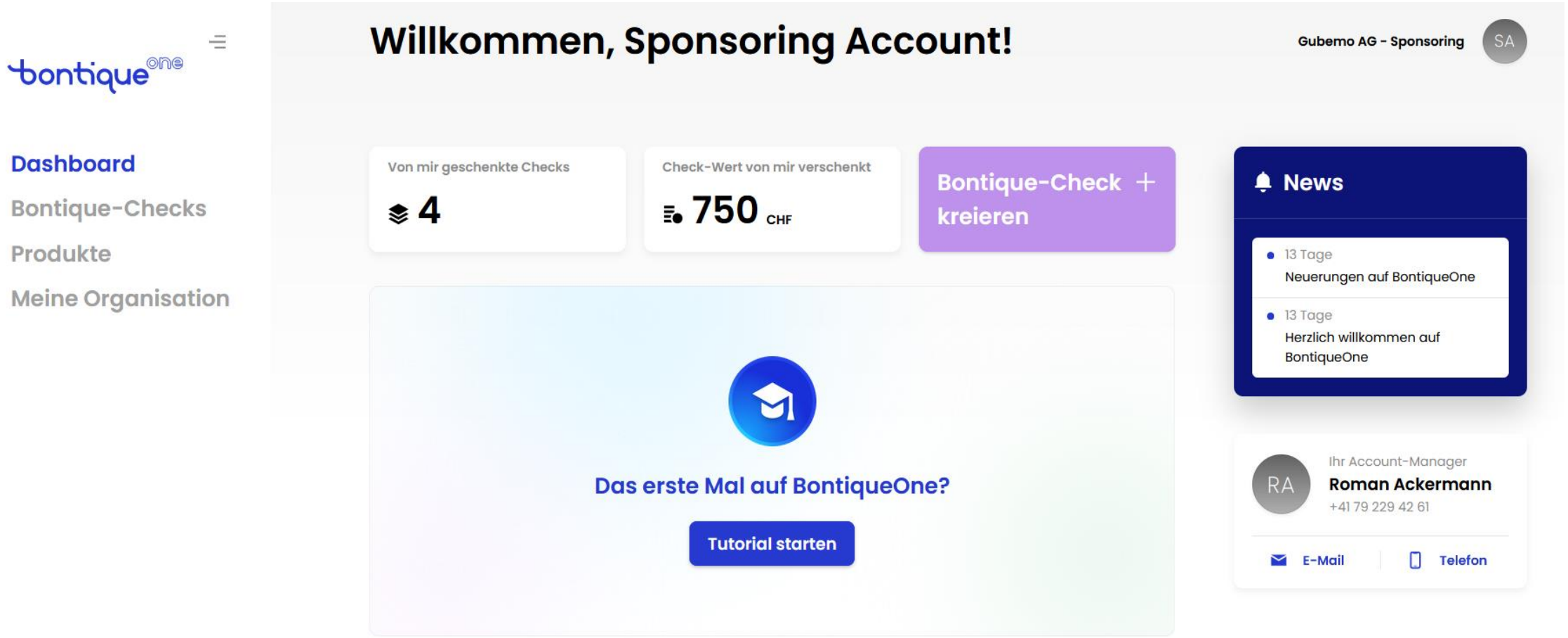

Questions?

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Vielen Dank!

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