

TURN RECOGNITION MOMENTS INTO BUSINESS RESULTS



Recognition opportunities
in the second half of the year!



As we move into the second half of the year, organizations have no shortage of opportunities to recognize and celebrate employees. But why have so many professional milestones, appreciation events, and recognition observances emerged in recent years? The answer is simple. Organizations recognize that creating more opportunities to celebrate employees strengthens culture, engagement, and retention.

Each recognition moment is an opportunity to celebrate a meaningful contribution. Collectively, these moments create a comprehensive recognition strategy that strengthens culture, reinforces organizational priorities, and drives business results. In that way, recognition becomes a strategic investment in your employees and in your organization's future.

Recognition is reimagined.

Recognition has evolved beyond service anniversaries and retirement awards to include personal, professional, and organizational milestones, appreciation weeks, performance achievements, safety accomplishments, and industry-specific celebrations.

This shift is being driven by a common challenge across industries: helping employees stay engaged, committed, and connected to their work. Whether it's reducing burnout in healthcare, retaining drivers in transportation, or keeping skilled employees in manufacturing, organizations share a common goal: creating a workplace where employees feel valued, contribute their best, and remain with the organization. This evolution isn't simply a trend; it's supported by research demonstrating the measurable impact recognition has on the employee experience.

**The second half of the year
is filled with department-
and industry-specific
recognition moments.**

Here are some key examples!

SEPTEMBER

- World Gratitude Day
- Administrative Professionals Week

NOVEMBER

- World Kindness Day
- Season of Thanks initiatives

DECEMBER

- Holiday celebrations
- Year-End Recognition



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**ELEVATE
CULTURE.**

**ENGAGE
EMPLOYEES.**

**INSPIRE
PERFORMANCE.**

The Research Is Clear

Research supports the growing importance of recognition. McKinsey research identifies non-financial recognition as one of the strongest drivers of employee engagement. Gallup research has also shown that employees who feel well recognized are significantly less likely to leave their organizations. Together, these findings reinforce what many leaders already know: when employees feel appreciated, engagement increases, retention improves, and performance follows.

***55%** of employee engagement is driven by non-financial recognition. McKinsey & Company

Turning Recognition Opportunities into Business Results

Recognition observances throughout the second half of the year are more than dates on the calendar. They are opportunities to celebrate meaningful contributions while reinforcing the culture and behaviors organizations want to encourage.

Whether recognizing a driver for safe performance during National Truck Driver Appreciation Week, an administrator for keeping operations running smoothly during Administrative Professionals Week, a nurse for extraordinary care, or a long-tenured employee at year-end, these moments reinforce organizational values, strengthen employees' sense of belonging, and remind them that their contributions matter.

When recognition is intentional rather than occasional, it becomes more than a celebration—it becomes a strategic touchpoint that reinforces purpose throughout the employee experience, builds connection, and inspires people to do their best work.



Every recognition opportunity is a chance to:

- ✓ **Celebrate** employee contributions
- ✓ **Reinforce** organizational values
- ✓ **Strengthen** employee connections
- ✓ **Inspire** outstanding performance

The organizations that see the greatest impact don't simply recognize employees more often—they make every recognition milestone and moment count. That's when recognition becomes more than a program or celebration. It becomes a business strategy.