



# MAKING THE CASE FOR EMPLOYEE INVESTMENT



# ABOUT ME..

Head of Reward and Recognition at Utility Warehouse.

20 years in Human Resources, 15 years in Reward roles. In house and consultancy.

Favourite Excel formula -	Vlookup and IF
Favourite benefit -	Discount Portals
Favourite comp methodology -	WTW
Favourite SWAG -	Tote or sweets



# THE REWARD CHALLENGE

The common reward challenges:



Benefits Communication



**Reward Investment**

# BUILDING A REWARD CULTURE FROM SCRATCH

“What's the return on investment?”



“Is it worth it?”

“Bob, won’t like this.....”



“We tried this before and it didn’t work”

# BUILDING A REWARD CULTURE FROM SCRATCH

1

Build your story - get your data



2

Create the narrative



3

Grab the low hanging fruit and demonstrate the wins



4

Align with the business strategy and leadership goals



# RETURN ON ENGAGEMENT - RETURN ON INVESTMENT

## ENGAGEMENT DATA

- In the UK, workplace sickness costs over **£100bn** a year - with much driven by reduced productivity rather than just sick days alone.
- Companies with high engagement can see up to **41%** lower absentee levels
- Companies with high engagement often have **18%** higher productivity with more measurable output per hour and,
- Profitability can be up to **23%** more than those companies with low engagement
- Company turnover can be directly correlated to employee engagement with up to **43%** lower turnover rates in those companies with high engagement.

# RETURN ON ENGAGEMENT - RETURN ON INVESTMENT

## RECOGNITION AND REWARD IMPACT ON ENGAGEMENT

- Employees who believe they're recognised fairly will be **4x** more likely to be engaged
- A well positioned recognition programme can boost productivity and performance by **14%**
- **c.70%** of employees say they would be more productive if they were recognised more often
- Employees who believe their incentives meet their expectations are up to **7x** more likely to be engaged
- **c.80%** of employees say receiving a reward increases their loyalty to the company
- Companies with effective recognition programmes can see up to **30-40%** lower turnover than those that don't
- **88%** of UK employees say they work harder when they are appreciated for the work they do.

# KEEP THE HOLISTIC VIEW



Regular, meaningful acknowledgement of efforts, achievements and moments that matter through **recognition**



Comprehensive **benefits** packages that provide flexibility and support for physical, mental and financial wellbeing.



Opportunities for growth, in role or through career **development** and progression





Take care of your employees  
and they'll take care of your  
business.

Richard Branson

