

The Power of Peer-to-Peer Recognition



The Challenge

Today's organization looks much different than yesterday's.

Over the last 30 years, companies are getting flatter. In 1986, CEOs averaged four direct reports. Today, they average seven. The number of levels between CEOs and division leaders has declined by 25% since 1986¹.

While some of this is by design (advantages of flatter organizations include improving the speed of communications throughout the company), a negative byproduct has been less time for employee development and recognition.

With more employees and bigger departments, there isn't enough time to recognize employees for a job well done. Managers are focused more on making sure nothing goes wrong at the expense of seeing and recognizing what is going right.

The Answer

Peer-to-peer recognition can help fill this gap. By empowering peers and colleagues to recognize one another, organizations are helping drive employee engagement and productivity.

Peer-to-peer:

- » Strengthens the bonds between teams and colleagues
- » More likely to feel unexpected to the recipient, heightening its impact
- » More of an authentic expression, less like an annual performance review
- » Encourages joint accomplishment and teamwork

41% of companies that use **peer-to-peer recognition** have seen positive increases in customer satisfaction²

44% of employees give peer-to-peer recognition **when they have an easy tool** to do so.

..... HOWEVER

only 14% of companies are supplying these tools³

The How

Some key considerations to getting your peer-to-peer program off of the ground:

- 1. Make it easy.**
Digital recognition programs allows for scale and earn a high return-on-investment. Digital peer-to-peer leads to significantly higher employee performance, employee engagement, and, in-turn, customer loyalty.
- 2. Make it flexible.**
Choice in rewards makes the recognition more meaningful, and avoids mistakes like a bottle of wine for a teetotaler.
- 3. Make it shareable.**
Identifying ways to share the good news with the larger³ team enhances the benefit for the organization, driving motivation and encouraging collaboration.

¹National Bureau of Economic Research

²Globoforce: "The Business Impact of Employee Recognition"

³Globoforce: "Employee Engagement Report"