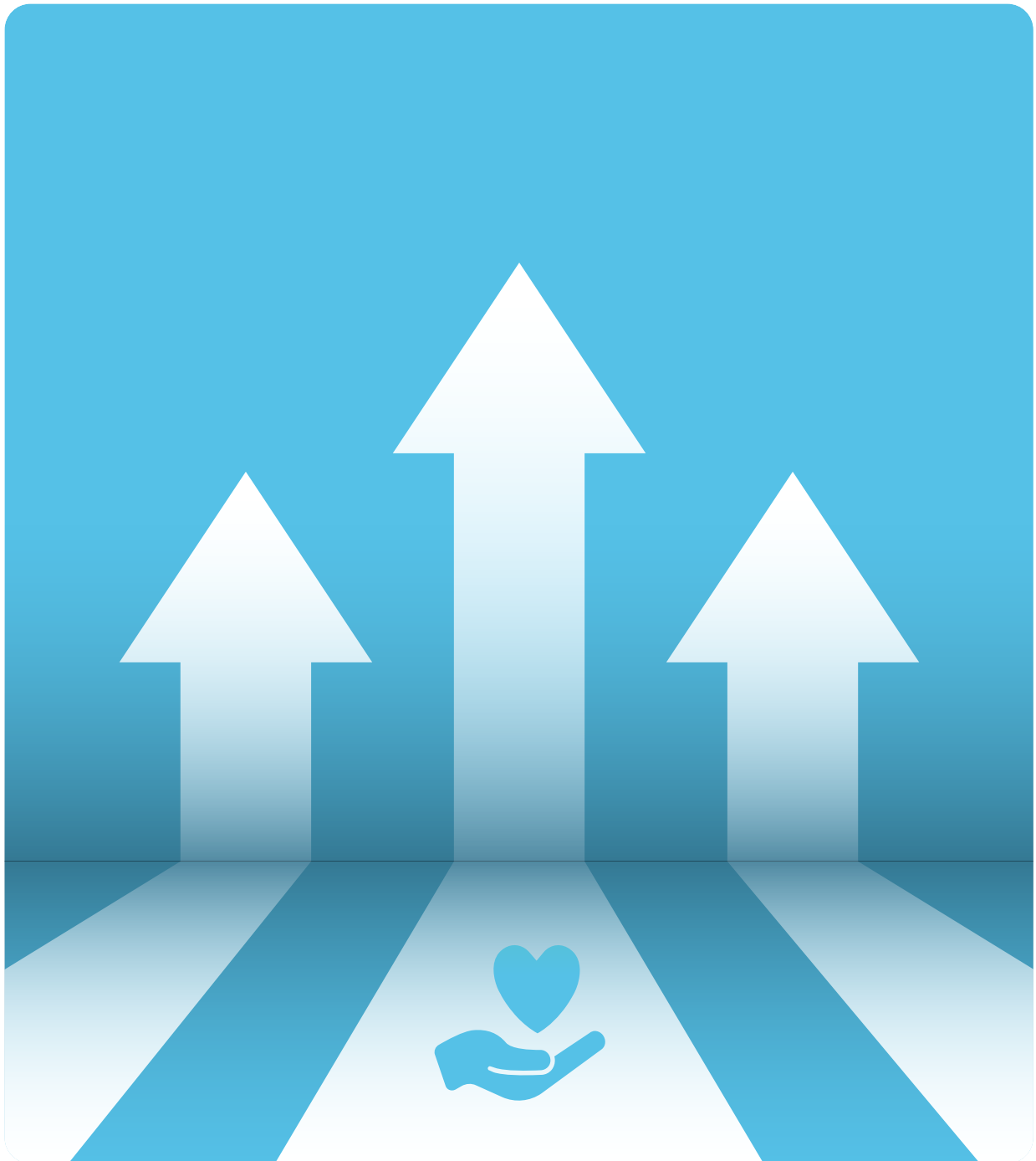




**motivosity**

# **The ROI of Thanks**





You're losing  
without it.

You're  
competent  
with it.

You're winning  
when it's part  
of your culture.

Managers  
account for **70%**  
of the variance  
in employee  
engagement.

## Gratitude is the culture catalyst you've been missing

Everyone is talking about recognition, employee engagement, and culture. Why?

Because appreciation and gratitude leads to trust and loyalty. Trust and loyalty lead to connectedness, increased engagement, stronger culture, higher productivity, and happier customers.

You have to start somewhere and we contend that the easiest step to take is creating a core competency of appreciation in your company.

But how do you get the most return for your efforts? Is there something that can multiply the impact appreciation can have within your teams, manager-employee relationships, and culture?

The answer is absolutely.

The first step to take is creating a foundation of appreciation in your company.

P.S. If you're looking for hard numbers—we've got them! Keep reading until the end of the article.

## The cost of not feeling appreciated

We've all heard the adage, "You join your company and quit your boss". But why quit the boss? [Managers account for 70%](#) of the variance in employee engagement. So it only makes sense that your turnover, employee satisfaction, and more can be directly attributed to your managers.

When employees leave, it's usually because there's little to no connection between managers and employees. Or even worse—their hard work and effort has gone unrecognized and unappreciated.

"Feeling unappreciated" is a nice way of saying disgruntled—and no one wants disgruntled employees. People that leave on poor terms for greener pastures can have a detrimental effect on the wellbeing and engagement of remaining team members—and even your company's bottom line.



**65%**  
don't feel  
appreciated  
at work.

**78%**  
are not  
engaged in  
their job.

**"If you want  
appreciation to be  
a core competency  
of your company,  
you have to make  
gratitude the norm—  
not the exception."**

## Changing your game plan

According to a recent [Gallup poll](#), 65% of people say they don't feel appreciated at work. And 78% say they aren't engaged in their job.

Let's think about what this means. Each one of those employees could wreak havoc on sentiment, turnover, and more in so many ways.

The solution? Just ask the managers to say thanks more often.

Is it that simple... of course not! We know there's a lot that goes into the employee experience equation. However, there is something that we've found to be extremely effective, cost-conscious, and actually can add revenue to your bottom line.

### A radical Idea

If making a product is a core focus for your company, you pay people to be able to make the product. If selling that product is a core focus for your company, you pay people to be able to sell it. If you want gratitude and appreciation to be a core focus for your company, you have to pay people to express gratitude.

But you're not necessarily compensating team members or managers to simply send shallow messages of thanks. We think of it as creating a habit of gratitude and enabling them to share it on a more frequent basis. And, in order for you to see how appreciation and a gracious mindset can have an incredible ROI, we've built a science-backed platform that allows managers and employees alike to express gratitude and reward those around them for a job well done.

Wondering if this really works? We get it. Luckily, we have years of data to back up our claims. Companies who introduced monetary appreciation saw things like:

Employees feel recognized **2.3x** more often.

**27** point increase in Manager-Employee relationship sentiment.

Employees were **2x** more connected to their team.

Employees are **2.8x** more willing to stay with their company, even when offered a raise.

“The money you spend on appreciation is an insurance policy towards your underappreciated employees.”

Nice Work!

Good Job!

Thanks!

## You get out what you put in

Let's be honest. Unless your organization is currently spending time and money to cause the team to be more appreciative of each other, your company leadership is missing out on one of the highest returning initiatives that successful organizations have uncovered in the last 10 years.

## Giving appreciation increases happiness

*This article cannot go into the details of the magic of giving thanks, but **understand that those who express gratitude:***

- Experience increased confidence
- Feel healthier physically
- Are more likely to help others
- Are less likely to be self-promoting
- Have stronger relationships
- Are significantly happier

## Receiving appreciation increases happiness

*Similarly, this article cannot go into the details of the magic of receiving thanks. **To summarize, those who receive appreciation:***

- Are more productive
- Are more likely to help others
- Stay at their jobs longer
- Are more effective
- Are significantly happier

**Bottom Line:** Both giving and receiving appreciation results in what you want in your workplace—*happy, helpful, productive people.*

# You're still here? You must want some numbers

If you've made it this far, then you're looking for something quantitative you can take back to your team and say, "You want ROI? I'll give you ROI."

Take a look.

## TURNOVER COSTS

|  |           |   |
|--|-----------|---|
| Employee Count                             | 100       | Gallup estimates the cost to replace an employee at a MINIMUM of 50% salary for front line workers, and 250% for leadership—including recruitment, onboarding, training, and burden on existing team. We'll use 50% to be extra conservative. |
| Average Employee Salary                    | \$65,000  |   |
| Cost to Replace One Employee               | \$32,500  |   |
| Current Annual Turnover Rate               | 30%       |   |
| Total Turnover Cost/Year                   | \$975,000 |   |
|  |           |   |
| Anticipated Reduction in Turnover          | 4%        | Over 5 years, our clients have seen a 2.3x increase in positive responses to the statement "I would not take a similar job for 10% more money."   |
| (Hugely Conservative)<br>Projected Savings | \$39,000  |   |

The ROI of Thanks is undeniable. We've seen it with our customers and we know we will see it with you.