



## Culture Study



**99%** platform engagement



**1,167** appreciations given in the last month



Managers give out an average **10.08** appreciations per month



**2,391** appreciations are tied to a company value



*"Sometimes when you're working, it doesn't seem like people recognize the small, everyday things you must do to keep things running. So when I get a little thank you and somebody recognized my work, it's really impactful and wouldn't happen without Motivosity."*

**Harrison Knittle,**  
Instructional Designer

### An Executive Team That Understands The Importance of Gratitude

Deseret First Credit Union is a financial services company founded in 1955 with a close-knit work family made up of employees that love what they do and who they work with. Motivosity helps bring the DFCU team closer together and puts their mission at the forefront of everyday work.

### The Culture Was Good, But They Knew It Could Be Great

Deseret First has always had good culture. But with their growth, several different branches, and busy workforce, there wasn't enough to help leadership and employees feel like they were as connected to DFCU as they should be. Their leadership team decided they needed to bring in the best culture partner they could find.

Hello, Motivosity!

Deseret First Credit Union uses Motivosity to connect their teams across different locations and create the kind of work family they've always wanted. And when 99% of their employees are active in Motivosity, you can be sure that their team is serious about building relationships and making a difference in the lives of their peers and employees.

*"DFCU's culture in one word would be 'home'. It's a safe place for the people that work here and the people that bank here. Motivosity has helped make that a reality through appreciation and gratitude."*



**- Kriss Davis, Learning & Development**



*"We have people who are quiet. So quiet that they don't often get attention or recognition. Motivosity has given the people who aren't the center of attention the appreciation they need for the work they're doing."*

Taylor Sanderson,  
AVP of Business  
Intelligence

## Results So Great, Even The Skeptic Executive Bought In

We all know that getting the executive team (especially the CFO) to buy into an employee recognition initiative isn't always the easiest hill to climb. Deseret First experienced that firsthand. Although they had some skeptics on the leadership team when first proposing and implementing Motivosity, the results quickly convinced them that gratitude in the workplace works.

Shane London, the CEO of DFCU, has become a deep-rooted believer in the importance of showing gratitude and connection at work. And not only that, but he now understands the importance that executive engagement in a recognition program has in helping employees feel like they matter in the workplace.

*"I'm a former CFO so I have that doubtful part of me; a skeptic if you will. When Motivosity was first presented to me by our HR team, I said 'we will give it a shot and see where it is.' Boy, was I wrong. The biggest impact Motivosity has for DFCU is engaging people on a deeper level, beyond individual teams or branches."*

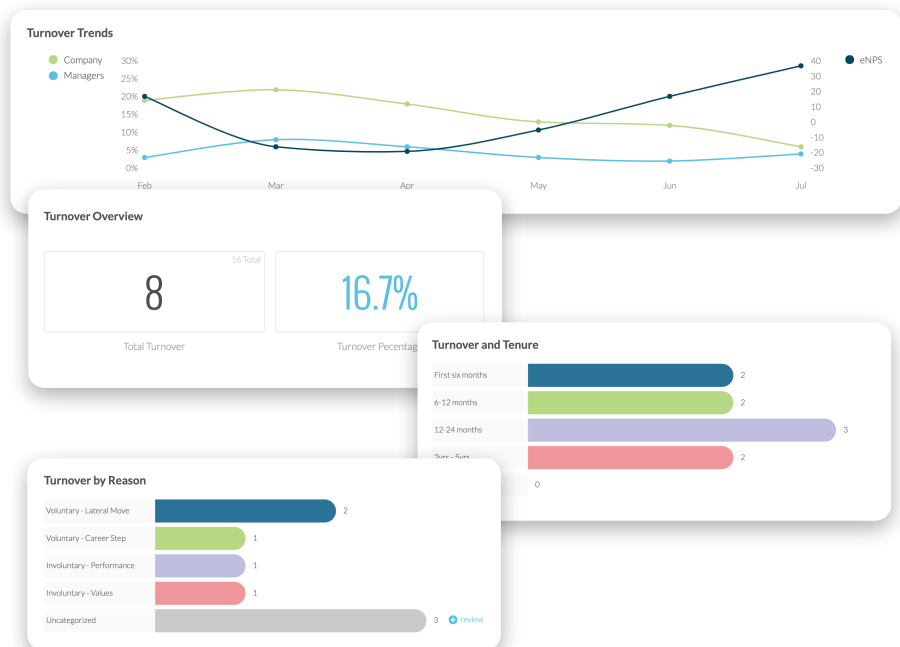


- Shane London, CEO



*"Motivosity is phenomenal. It's really a game changer for communication within our company. We found a tool that not only motivates on the reward side of things but also the emotional high you get from saying 'thanks' in a fun, easy way."*

Kriss Davis,  
Learning & Development





*"We already had a budget set aside for appreciation at our credit union but when we started using Motivosity, I feel like the impact and utilization of the budget became significantly better."*

Taylor Sanderson,  
AVP of Business  
Intelligence

## Employees Feel Recognized In A Way That Works For Them

Deseret First is a company full of diverse employees in different locations. It can be hard to navigate personal and professional relationships when your team is distributed and full of different personalities. The leadership team at DFCU knew there was a way to celebrate the differences between employees and bring them together, no matter where they were located.

Using Motivosity, employees are able to be connected, recognized, and rewarded in a way that works for them. DFCU's unique set of employee-centric company values has become engrained into the team and employees are excited to go to work and enjoy the time they have with their coworkers.

*"I love the culture at Desert First Credit Union. It's a place where people want to work and where we want to have fun. Employees respect each other and respect and celebrate the differences that we have."*

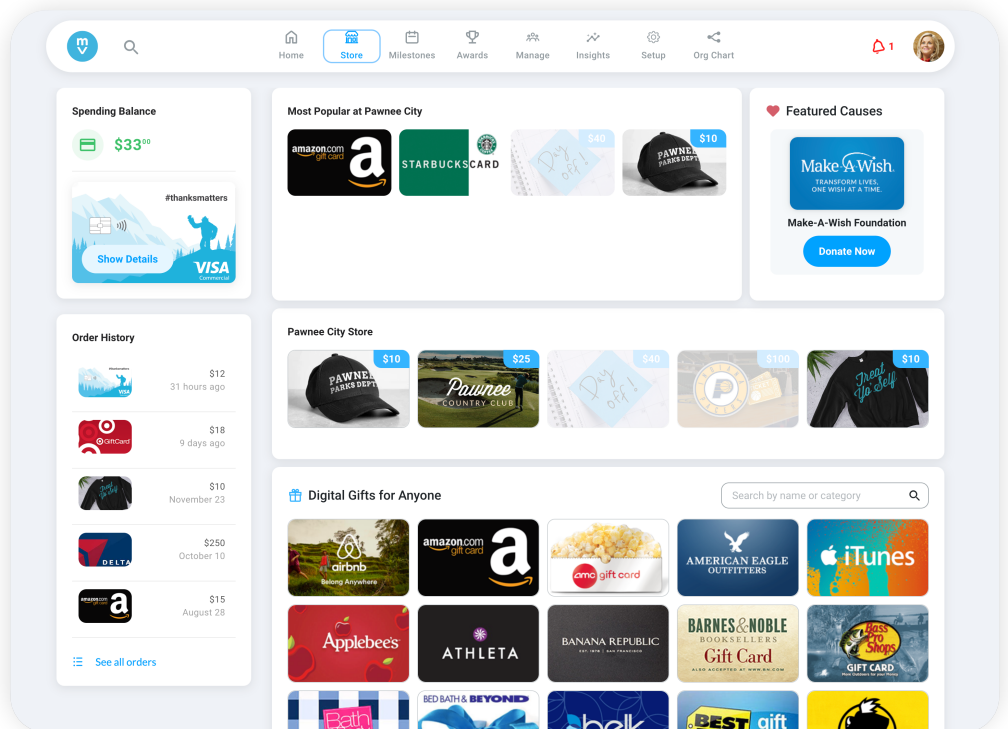


- Heidi Schulz, Regional Branch Manager



*"I don't want to be cliché and say it gets you out of bed, but Motivosity impacts you. It makes you more excited to come to work."*

Eric Larson,  
Lending Sales Manager



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culture problems  
Motivosity solves?

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