

# Beyond Employee Appreciation Day:

Building a Year-Round Culture of Engagement

February 25, 2025

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# Learning Objectives

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1. Understand the link between employee appreciation and workplace productivity
2. Identify effective strategies to improve employee engagement
3. Learn how to create a culture of recognition that retains top talent
4. Discover ways to measure and sustain engagement initiatives

# Employee Appreciation Day Origin

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## Dr. Bob Nelson & Cynthia Caldwell

- In 1995, Dr. Nelson hosted the first official Employee Appreciation Day on Mar. 3
- Widely recognized and celebrated by companies globally





# Why is Employee Appreciation Important?

# Why is Employee Appreciation Important?



## Morale Boost

- Employees are more likely to be motivated, engaged and satisfied with their roles
- High quality gifts are a great way to show appreciation

# Why is Employee Appreciation Important?

## Increased Productivity

- Slow down to speed up. Taking a break to unplug can improve focus and prevent burnout.
- Don't forget remote employees. Don't let them feel forgotten or isolated.
- 63% of employees who feel recognized are unlikely to look for new job



# Why is Employee Appreciation Important?



## Retention and Loyalty

- Improves employee retention rates
- Employee loyalty needs to be earned.
- Companies with strong recognition culture have 31% lower voluntary turnover



# Why is Employee Appreciation Important?

## Enhanced Team Building

- Fosters a sense of camaraderie
- Encourages collaboration
- Build meaningful relationships based on mutual respect.
- 85% of HR pros say recognition programs positively affect culture



# Why is Employee Appreciation Important?

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## Improved Mental Well-being

- Positive work-life balance
- Reducing stress
- Enhancing overall mental health

# Why is Employee Appreciation Important?

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## Positive Company Culture

- Sets the tone
- People feel supported and encouraged



# 5 Best Creative Employee Appreciation Day Ideas



# When is Employee Appreciation Day?

Friday, March 7th, 2025

- Many companies choose to celebrate all week or even all month
- Be sure you don't miss this vital day of recognition



# 5 Employee Appreciation Day Ideas

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## 1. Reward with Experiences

- Unique, memorable, and thoughtful
- Something for the whole team
- Something for individual employees



# 5 Employee Appreciation Day Ideas

## 2. Pamper Your Employees

- Indulge your team and take a break
- Hire a manicurist, massage therapist, or chiropractor
- Don't forget remote employees



# 5 Employee Appreciation Day Ideas

## 3. Give Out Fun Awards

- Awards could include Recognition Master, Exceptional Listener or Coaching Champion
- Recognize employees who demonstrate your core values
- Don't be afraid to make a big deal out of a big deal.





# 5 Employee Appreciation Day Ideas

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## 4. Start a Thank-You Note campaign

- Encourage employees write thank you notes to colleagues
- Peer-to-Peer recognition can be very impactful
- Provide the supplies



# 5 Employee Appreciation Day Ideas



## 5. Start a recognition program

- Recognition software reminds people to recognize their peers
- Mobile-friendly platform for remote & deskless workers
- Don't forget milestone & years of service awards

# How to Build Employee Engagement Strategies That Actually Move the Needle



# What is Employee Engagement?

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- Emotional commitment, involvement and enthusiasm employees have toward workplace & work culture
- How they feel when they begin work each day



# Key Elements of Employee Engagement

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- Purpose
- Equity
- Empowerment
- Leadership
- Belonging
- Wellbeing





# Employee Engagement Today

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- 85% of leaders say improving employee engagement is a priority
- In 2024, engagement decreased to 31%
- 18% of employees now report being disengaged

# 3 Best Employee Engagement Strategies

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- Connecting what employees do to what they care about
- Making the work itself less stressful and more enjoyable
- And rewarding employees



# 3 Best Employee Engagement Strategies

## Connect What Employees Do to What They Care About

- 82% of employees believe company should have a purpose
- 70% of employees say their personal sense of purpose is defined by their work





# 3 Best Employee Engagement Strategies

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## Make Work Less Stressful and More Enjoyable

- Build a Mistakes Culture
- Define Working Hours
- Empower with Autonomy
- Listen to Employees
- Develop Wellness Program

# 3 Best Employee Engagement Strategies

## Create a Culture of Recognition

- Give employees extra time
- Publicly recognize employees
- Giving employees a monetary bonus
- Implementing a social recognition platform



# Benefits of Employee Engagement Strategies

# Benefits of Employee Engagement Strategies

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## Increased Productivity

- Companies with higher engagement experienced a 21% boost in productivity



# Benefits of Employee Engagement Strategies

## Better Employee Retention

- Employees feel connected to their roles, colleagues, and company's mission
- Reduces recruitment and training costs



# Benefits of Employee Engagement Strategies

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## Improved Morale

- Higher job satisfaction
- Sense of fulfillment
- Increased well-being
- Positive presence to team

# Benefits of Employee Engagement Strategies

## Enhanced Innovation and Creativity

- More likely to generate new ideas, solutions and innovations
- Empowered to share opinions, collaborate and contribute





# Benefits of Employee Engagement Strategies

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## Better Customer Satisfaction

- More attentive to customer needs
- Provide better service
- Build stronger client relationships



# Benefits of Employee Engagement Strategies

## Higher Employee Advocacy

- More likely to promote company products, services and values
- Brand ambassadors
- Positive employer branding



# Benefits of Employee Engagement Strategies

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## Reduced Absenteeism

- More likely to show up regularly
- Lower rates of absenteeism
- Motivated to contribute, meet deadlines and fulfill responsibilities

# Benefits of Employee Engagement Strategies

## Positive Company Culture

- Characterized by trust, collaboration, transparency and open communication
- Culture attracts top talent, improves morale and strengthens teamwork



# Benefits of Employee Engagement Strategies

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## Higher Profitability

- Engaged employees positively impact the bottom line
- Sustainable growth is achieved
- Productivity increases, turnover decreases, and customers are happy



# Benefits of Employee Engagement Strategies

## Continuous Improvement

- Engaged employees are committed to learning, development and performance improvement
- See feedback, embrace challenges and strive for excellence



Start Building an Engaged Team Today

# We Are Terryberry

Transform employee engagement  
with on powerful platform.

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Thank You!

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