

## KICK OFF A YEAR-ROUND “CULTURE OF APPRECIATION” ON EMPLOYEE APPRECIATION DAY (MARCH 7)

*Globoforce Expert Offers The Five Keys To Employee Engagement*

### What

While March 7 is officially “**Employee Appreciation Day**,” Globoforce - the leading provider of employee recognition solutions - offers advice on how to elevate this one day into a year-round effort designed to reward, motivate and engage employees. Studies show that engaged employees stay on the job longer, are more productive, more conscientious and make fewer errors. Ultimately, creating this “culture of appreciation” will impact an organization’s bottom line - by as much as 27 percent in increased profitability, according to a 2007 Gallup survey.

### Who

Globoforce CEO Eric Mosley, an expert on employee recognition, is available for interviews and offers the following advice: “A successful employee recognition strategy creates a winning equation across the board. Employees from every facet of the organization will experience new levels of job satisfaction and the company itself will reap the rewards of a motivated staff energized to align their efforts toward the company’s vision and mission. It is truly the next ROI opportunity and delivers a measurable impact on the bottom line. I advise using this one day to either kick-off a new ongoing program in your organization or to ramp up existing employee engagement efforts with new, high impact recognition strategies.”

### Tips: The Five Keys to Employee Engagement

Below are Mosley’s keys to building a successful employee engagement program:

- 1. Build a “Culture of Appreciation” Year Round:** Use Employee Appreciation Day to kickoff a new, year-round employee recognition effort or energize your existing one. By recognizing and rewarding employees throughout the year, it creates a culture of appreciation and a highly motivated and satisfied workforce within your organization.
- 2. Create a “Recognition Moment” through Meaningful Rewards:** Giving employees the generic company watch or one-size-fits-all “gift” is an uninspiring way to say thank you. Rather, award your employees by giving them a choice of meaningful, self-selected rewards such as gift cards, quality merchandise or travel vouchers. When employees redeem their award, it will create an important “recognition moment” - with impact.
- 3. Empower Everyone in the Process - From the Board Room to the Mail Room:** Employee recognition should not reside solely on the shoulders of management. Every person in the organization should be empowered to acknowledge their peers

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and co-workers for a job well done. This enables frequent recognition and engages the entire staff - not just the top 10 percent - in the process.

4. **Tie Rewards to the Bigger Picture for Bigger Results:** Employee recognition should be directly linked to the company’s vision/mission. This aligns the entire workforce toward achieving critical company milestones.

5. **Communicate, Again and Again:** Frequent program communication raises awareness, increases participation, boosts performance, and most importantly, helps develop that important culture of appreciation.

To arrange an interview with Eric Mosley, please contact the following:

### Press Contact

#### Tim Rossi

Globoforce

+1 508-229-1543

timothy.rossi@globoforce.com

#### Laura Feng

Tier One PR

+1 978-975-1414

lfeng@tieronepr.com

### About Globoforce

Founded in 1999 and co-headquartered in Southborough, Massachusetts and Dublin, Ireland, Globoforce is the world’s leading provider of on-demand, global, strategic employee recognition solutions for Global 2000 companies. Globoforce delivers an innovative, easy-to-use, on-demand software solution that engages employees across the globe, transforming the way enterprises motivate their workforce. Globoforce’s blue-chip customer base, which includes Avnet, Dow Chemical, Intuit, Nortel, Procter & Gamble and Reuters, reflects the importance of recognizing and engaging the workforce in the 21st century. For more information, visit [www.globoforce.com](http://www.globoforce.com).