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## Employee Engagement

# Move beyond Employee Appreciation Day, make employees feel cherished through the year

This Employee Appreciation Day, industry experts tell People Matters that organisations should move beyond traditional methods to make employees feel valued, and share some of their creative and effective ways to make employees feel appreciated all through the year.



Every employee creates value in some form or another and by recognising and appreciating this, organisations can not only motivate them but also encourage them to contribute towards their larger mission.

Recognition and appreciation plays an important role in maintaining a positive work environment, engaging employees, keeping them motivated, and boosting their morale, leading to improved retention and enhanced productivity. Usually, companies organise recognition events annually when it should be an everyday experience and a continuous effort throughout the year, say industry experts.

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On this Employee Appreciation Day, industry experts tell People Matters how organisations can move beyond traditional methods to make employees feel valued, sharing some of their creative and effective ways to make employees feel appreciated all through the year.

## The right way to appreciate

Frontline workforce management platform BetterPlace believes in appreciation on a personal level and at the core of all of this, is the concept of "social proof".

"For high performers and team members, we call out their efforts and recognise them at Town Halls. This gives legitimacy to the efforts people have taken to drive the company's mission. Also, the entire process of recognising the right talent instills a practice across the value chain of employees to evaluate their team members and assess the best performers," says Mohana MD, Chief People & Culture Officer, BetterPlace.

"We recognise stellar performances through a digital appreciation card that leaders share widely and publicly. This helps us scale the process of appreciation, considering we are a fast-growing workforce.

"Additionally, the annual performance reward entails a percentage of the budget that the Founder and CEO gives to key employees who have gone above and beyond in their contributions," she adds.

## Profit sharing model

Since year one of its inception, technology and process digitisation company Innover has established a profit-sharing model where every quarter, it shares a percentage of its profit (apart from regular salary/bonus/ entitlement) with the employees.

"The Profit-sharing Programme is the most tangible way of thanking and appreciating our employees for being an integral part of the company's success," says Rakesh Prasad, SVP – Strategy at Innover.