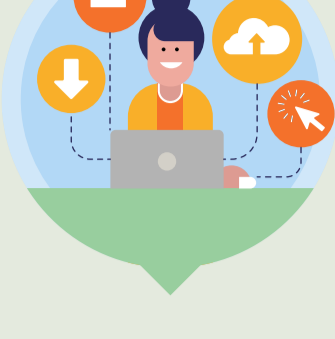


Aprecierea angajatilor:

# 5 SECRETE

## ale unor strategii care functioneaza

O STRATEGIE DE RECUNOASTERE REUSITA ADUCE:



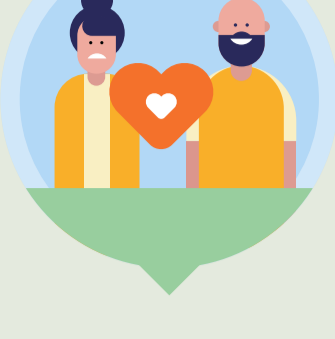
**+30%**

**productivitate**  
cand o echipa este laudata zilnic<sup>1</sup>



**+20%**

**implicare**<sup>2</sup>  
a angajatilor



**-31%**

**pierdere**<sup>3</sup>  
a angajatilor



**+27%**

**beneficii**<sup>4</sup>

...construind in baza a 5 puncte cheie :



**1**

**INVESTESE IN COMUNICARE!**

**58%**

dintre angajati stiu ca exista program de recunoastere in compania lor (chiar daca **75%** dintre companii au un astfel de program<sup>5</sup>).



**Investeste in comunicare, cat si in programele de implementare !**

**2**

**ADAPTEAZA-TE AȘTEPTĂRILOR ANGAJĂTILOR**

Top 3 așteptari ale angajaților<sup>6</sup>:



**1** **Securitate financiara si personala**



**2** **Echilibru intre viata personala si cea profesionala**



**3** **Training si dezvoltare personala**



**70%**

dintre angajati declara ca ar fi **mai loiali** angajatorului daca si-ar putea **personaliza beneficiile**.<sup>7</sup>



**Angajatii tai au asteptari diverse! Aflarea asteptarilor, analizarea datelor si personalizarea sunt doar cateva dintre multiplele modalitati de crestere a satisfactiei.**

**3** **ACTIUNILE DE RECOMPENSARE SUNT CELE MAI IMPORTANTE**



**87%**

dintre programele de recunoastere implica **sisteme**<sup>8</sup> de **premiere** ale **senioritatii** in companie...



Totusi doar

**18%**

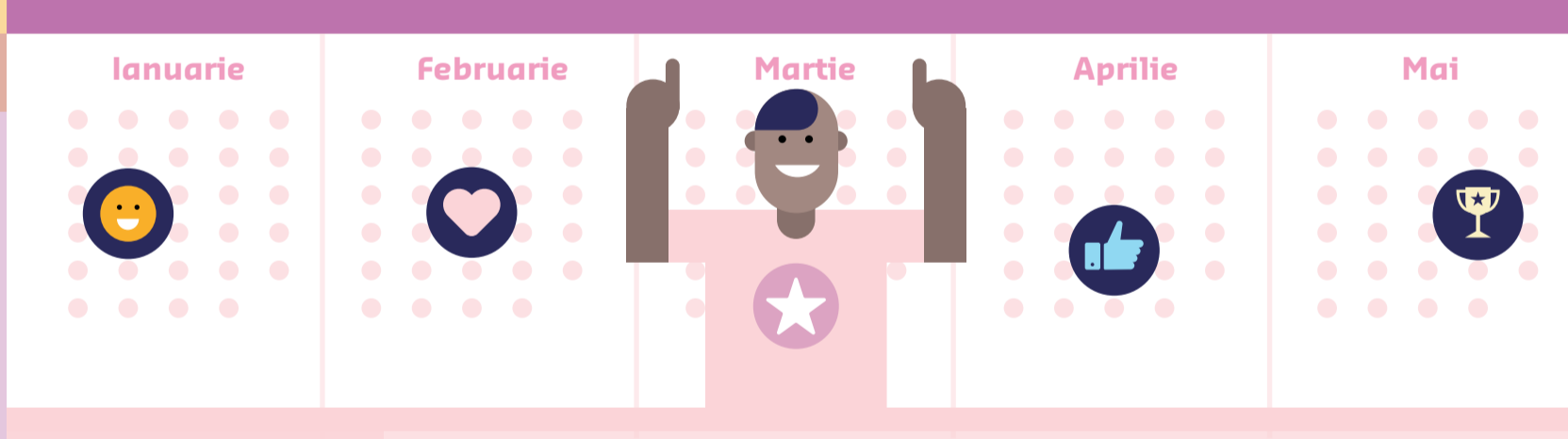
dintre angajati sunt recompensati **cand actiunile lor sunt in concordanta** cu valorile<sup>9</sup> companiei !



**Cele mai eficiente metode<sup>10</sup> de a atinge obiectivele strategice ale companiei — in domenii precum managementul, aderarea la valorile companiei, si siguranta — nu recompenseaza doar loialitatea si rezultatele. Se concentreaza si pe comportament ca fiind un factor important!**

**4**

**ASIGURAREA SINCRONIZĂRII POTRIVITE**



**65%**

dintre angajati considera ca ar trebui sa fie recunoscuti pentru performantele lor **cel puțin o data pe luna**.<sup>11</sup>



**Angajatii prefera sa fie recompensati sau laudati cand isi dau silinta. Totusi, adesea, aceasta recunoastere se intampla o data pe an.**

**5**

**SUSTINET-TI ANGAJATI!!**



**88%**

dintre manageri **nu au o instruire** asupra programelor de recunoastere din compania lor!<sup>12</sup>



**67%**

dintre angajati vad **incurajarea din partea managerilor** ca sursa lor **principala de motivare**.<sup>13</sup>



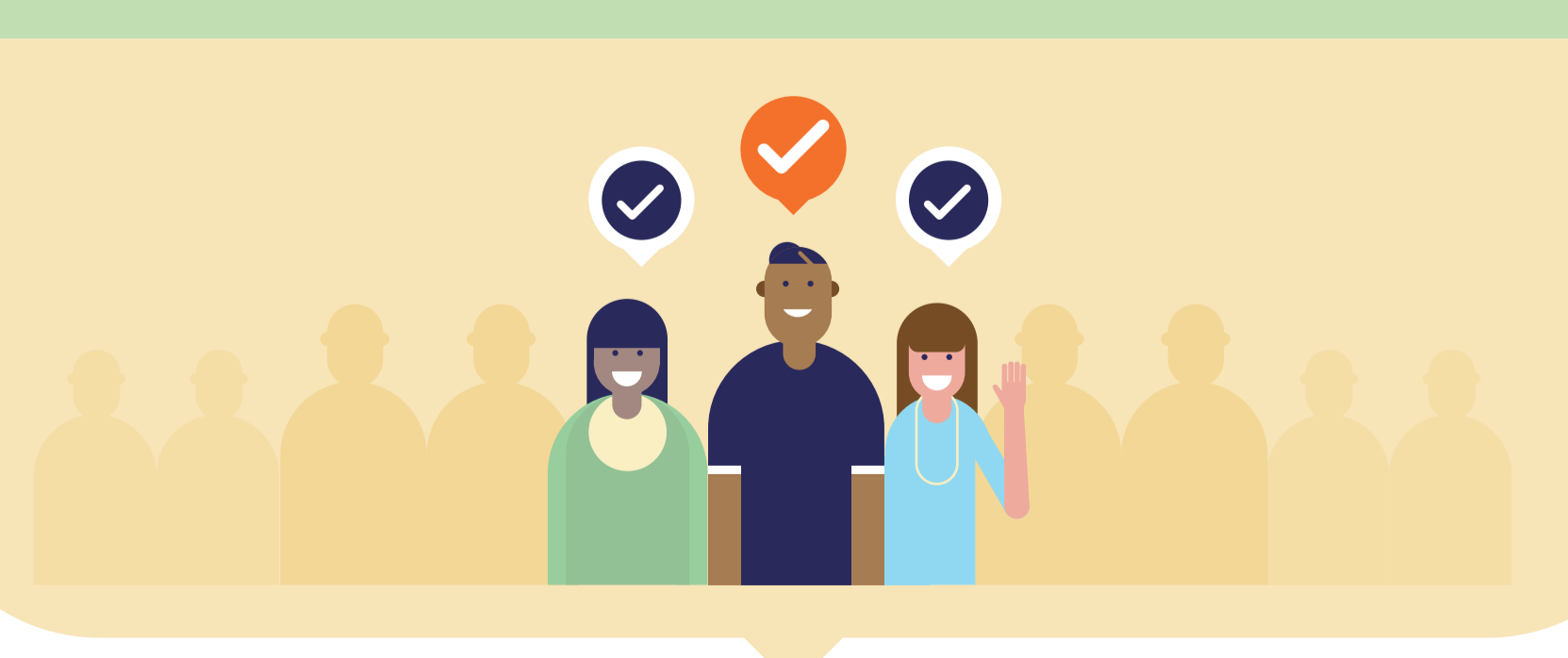
**35%**

probabilitate mai mare sa vada un **impact pozitiv asupra rezultatelor**<sup>14</sup> cand companiile au programe de **recunoastere** in cadrul aceluasi nivel ierarhic.

(comparativ cu companiile care se bazeaza numai pe recunoastere idee la manageri).



**Orice strategie de recunoastere poate sa fie eficienta numai daca implica organizare si intreaga companie! Educarea si constientizarea sunt doar unele din nenumaratele metode de a crea o cultura organizationala care intretine atitudini pozitive in fiecare zi.**



**E RANDUL TAU**

**sodexo**  
QUALITY OF LIFE SERVICES

SURSELE

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