

Why is employee recognition more relevant than ever?

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Xexec

EB Connect 2019
STAND D01



xexec
driving engagement

Courtesy of 20th Century Fox. Available on YouTube



Introduction

A film about **AI** (Artificial Intelligence)

What other **contemporary trends**
should we worry about?

The big scary one

Artificial Intelligence (AI)

More immediate trends

Democratisation of the workplace

It's an employee's market

- A company's reputation
- The gig economy
- Global movement of people
- Advances in recruitment technology

And then of course there's....

Brexit!



Briefly. What is AI?

What is AI?

“

Where machines, especially computer systems, simulate human intelligence processes.

”

Three kinds of AI

Narrow AI

- Self-driving cars, Siri...

Strong AI

- Capable most practical things a human can do (drive your car, make pancakes, do your taxes...)

Super Strong AI (Human Level AI and beyond)

- Learn, adapt, and re-design/improve themselves
- Solving problems only they thought of

Super Strong AI

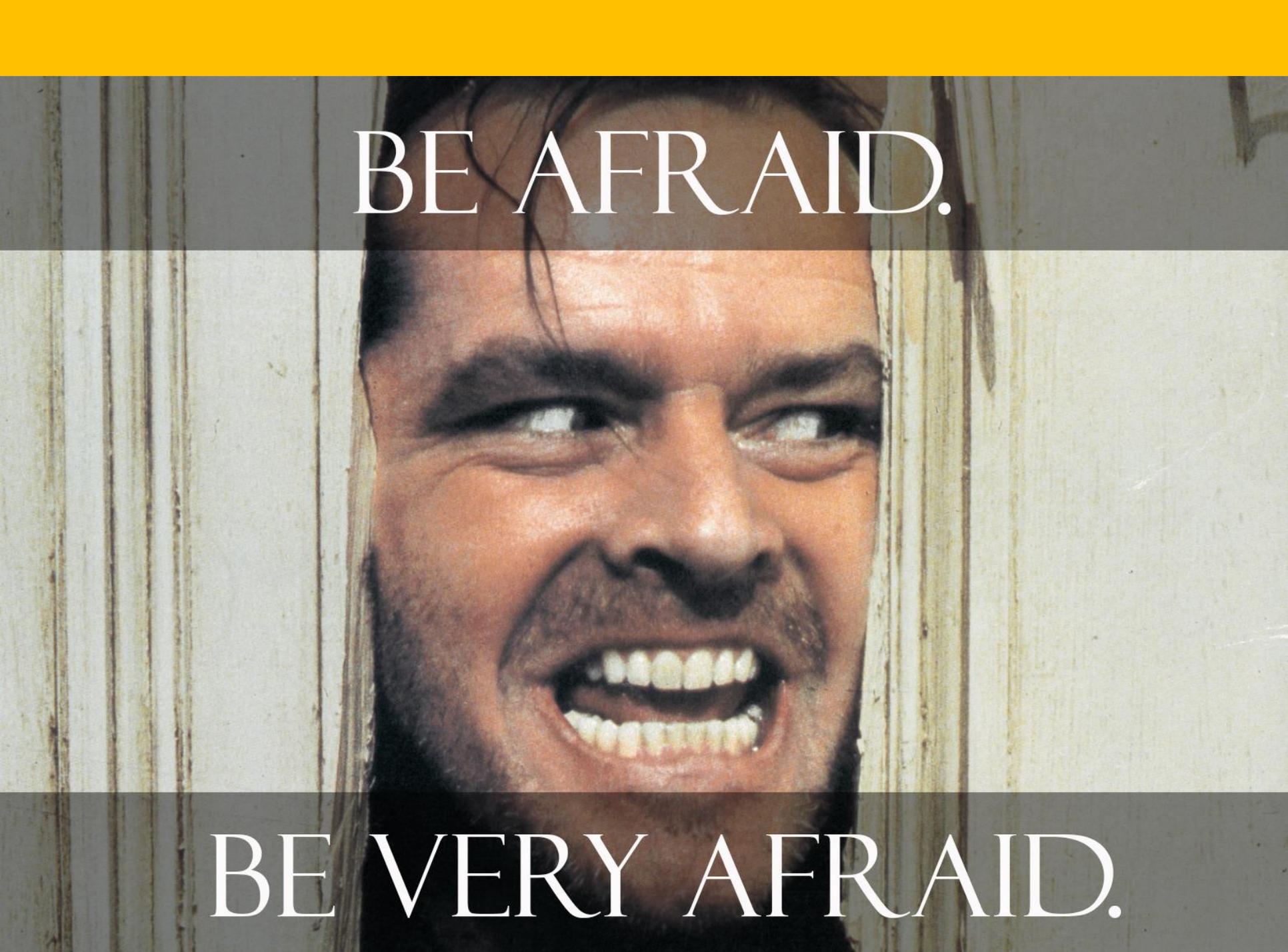
Upgradable intelligent 'agents', with a continuous cycle of self-improvement, creating a superintelligence that far surpasses all human intelligence combined

Scary?

Unpredictability and error margins will lead to **chaos...**

Machines will learn to correct programming errors but in their **own self-interest** – indifferent to human interests...

Ultimately leading to **the end of human existence...**



BE AFRAID.

BE VERY AFRAID.

The more immediate impact of AI

Impact on the work place:

Shake up the job market

- Manual labour roles replaced
 - **Transportation** (cheaper to insure a driverless car...)
- Even professional/skilled roles
 - **Medicine** (cancer research, radiology...)

(All 'narrow')

What's next? Creative industries: art, film, music, novels...

In 10 years...

By 2030, intelligent agents and robots could eliminate as much as 30% of the world's human labour

McKinsey Global Institute

Some predict that within 15 years we'll each have an average of 5 jobs at any one time (multiple job hopping).

The good news?

As machines take over automation, human endeavour and creative energy can focus on quality of life challenges (poverty, hunger, environment, care...)



Democratisation of the workplace

It's an employee's market

- Company's reputation
- The gig economy
- Global movement of people
- Advances in recruitment technology

Employee's market

Even without the impact of AI:

50%+

In UK, are planning to change career in the next five years.

Investec survey

4x

In US, young workers switch jobs 4 times in their first 10 years after graduation.

LinkedIn study

<3yrs

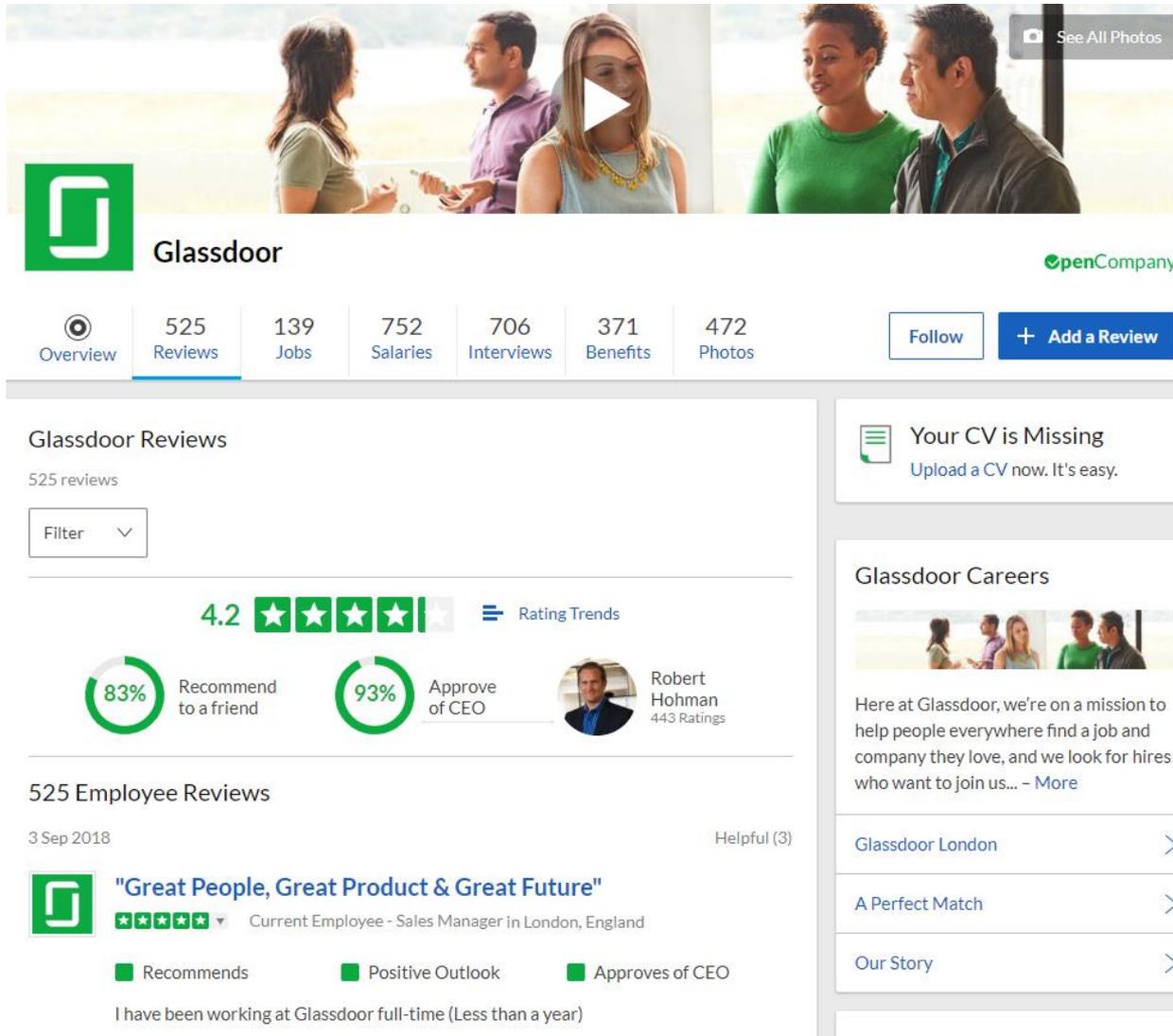
91% of Millennials expect to stay in a job for less than 3 years. That's 15 - 20 jobs over the course of their working lives!

Future Workplace survey

Employee's market

Why?

Company reputation



The screenshot shows the Glassdoor profile for the company Glassdoor. At the top, there is a banner image of four people in an office setting, with a play button icon in the center and a 'See All Photos' button on the right. Below the banner is the Glassdoor logo and the company name 'Glassdoor', with an 'openCompany' badge. A navigation bar contains buttons for 'Overview', '525 Reviews', '139 Jobs', '752 Salaries', '706 Interviews', '371 Benefits', and '472 Photos'. To the right of this bar are 'Follow' and '+ Add a Review' buttons.

Glassdoor Reviews
525 reviews

Filter ▾

4.2 ★★★★★ Rating Trends

83% Recommend to a friend

93% Approve of CEO

 **Robert Hohman**
443 Ratings

525 Employee Reviews
3 Sep 2018 Helpful (3)

 **"Great People, Great Product & Great Future"**
★★★★★ Current Employee - Sales Manager in London, England

■ Recommends ■ Positive Outlook ■ Approves of CEO

I have been working at Glassdoor full-time (Less than a year)

Your CV is Missing
Upload a CV now. It's easy.

Glassdoor Careers

Here at Glassdoor, we're on a mission to help people everywhere find a job and company they love, and we look for hires who want to join us... - More

- Glassdoor London >
- A Perfect Match >
- Our Story >

The gig economy



43% of the workplace by 2020

Ease of movement

Global movement of people

Advances in **recruitment technology**

- A multitude of new recruitment start-ups
- AI-driven candidate searches
- Social media recruitment

Xexec Survey January 2019

1002 employees from random companies with more than **500** employees.

Gender, Age, Region, Industry, Seniority, Salary, Length of time in current employment.

Your fears

What concerns you most about
the future of your job?

Your fears

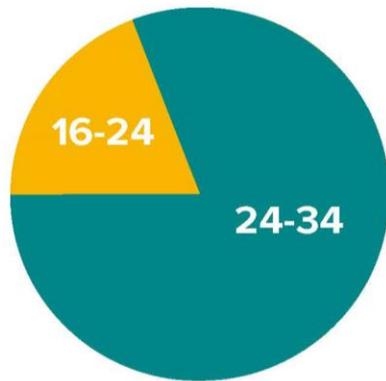


44	The increased cost of living
38	Brexit
21	There is nothing that concerns me about the future of my job
16	The growing influence of AI
12	The need to stay tech savvy
12	The gig economy - the growing trend for companies to hire you just for the hours they need you - zero hour contracts
11	Depersonalization of the relationship with the company - I never see or speak to HR or senior management
6	Other, please specify

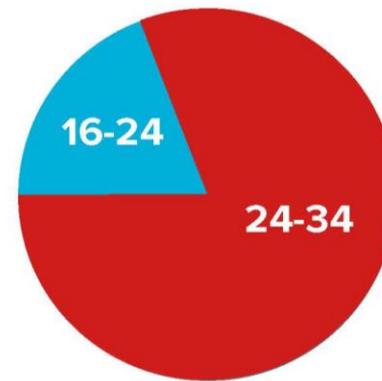
Your fears

AGE:

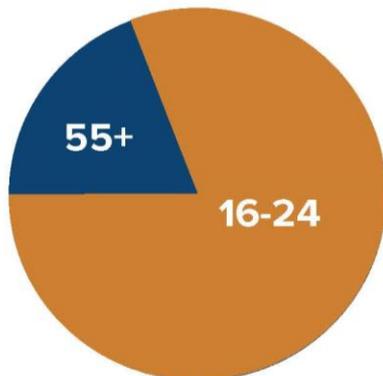
Least/most concerned about **Brexit**



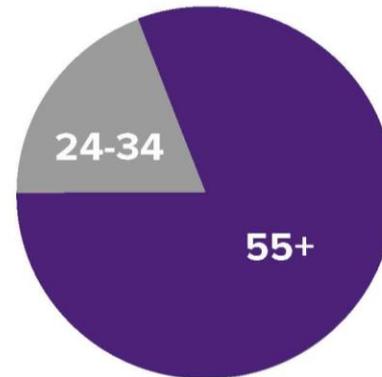
Least/most concerned about **AI**



Least/most concerned about **gig economy**



Nothing concerns me



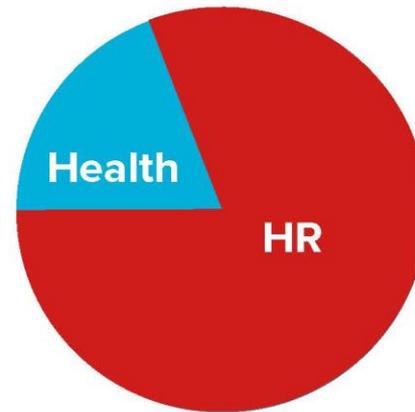
Your fears

INDUSTRY:

Least/most concerned about **Brexit**



Least/most concerned about **AI**



Feeling valued?

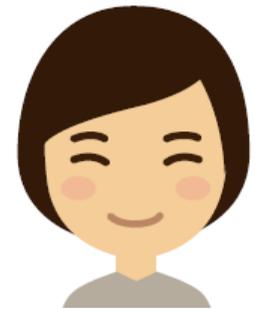
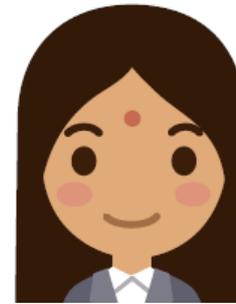
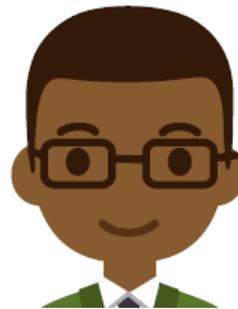
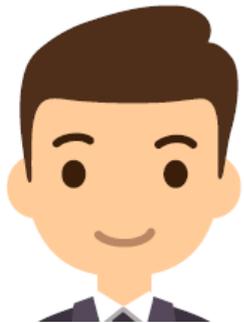
Do you feel valued in the workplace?

Feeling valued?



62% YES

38% NO



Feeling valued?

Age

16-24 😞

25-34

35-44 😞

45-54

55+

Industry

Arts & Culture

HR 😊

IT & Telecoms

Finance

Sales, Media & Marketing 😞

Retail, Catering & Leisure

Healthcare

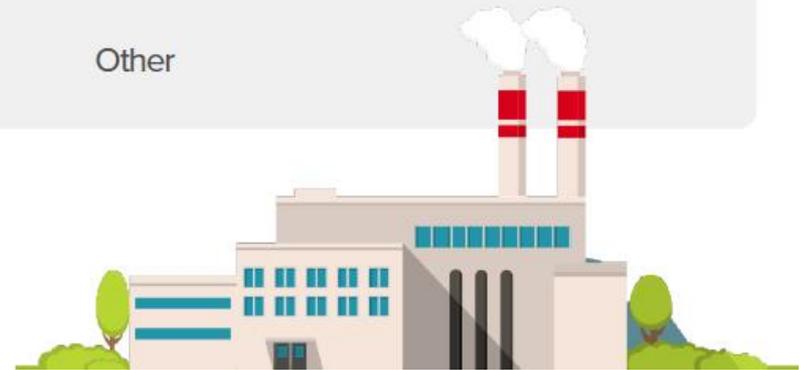
Manufacturing & Utilities

Architecture, Engineering & Building

Travel & Transport

Education

Other



Feeling valued?

SENIORITY

(FEELING UNVALUED)

C-Level Exec
Senior Management
Middle Management
Intermediate
Entry level



SALARY

More valued as salary increases



LENGTH OF EMPLOYMENT

Progressively less valued as length of employment increases,
until they get to more than 20 years



What makes you **loyal**?

What would encourage/incentivise you to remain loyal to your current job?

What makes you loyal?

Recognition sits in third place. Followed closely by flexible working...



57	Financial bonus
39	Work life balance
38	To be recognised and valued as an employee
32	Flexible working
29	Employee benefits (pensions, gym, etc.)
21	Career path
16	A sense of achievement
14	Both job related and personal growth training
6	Travel opportunities
4	Sabbatical
4	Social events
2	Nothing would encourage/incentivise me to remain loyal to my current job
1	Other please state

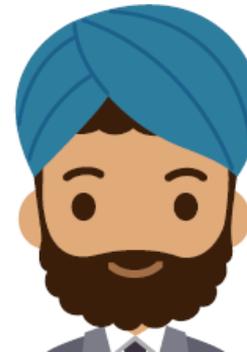
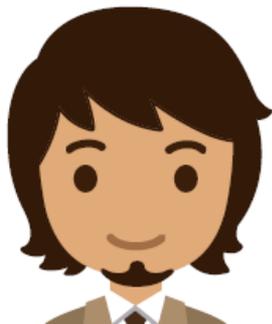
What makes you loyal?

The age group for whom recognition is least important: **55+**

The age group for whom it's most important: **35-40**

The industry for whom recognition is least important: **HR!**

The industry for whom recognition is most important: **Healthcare**

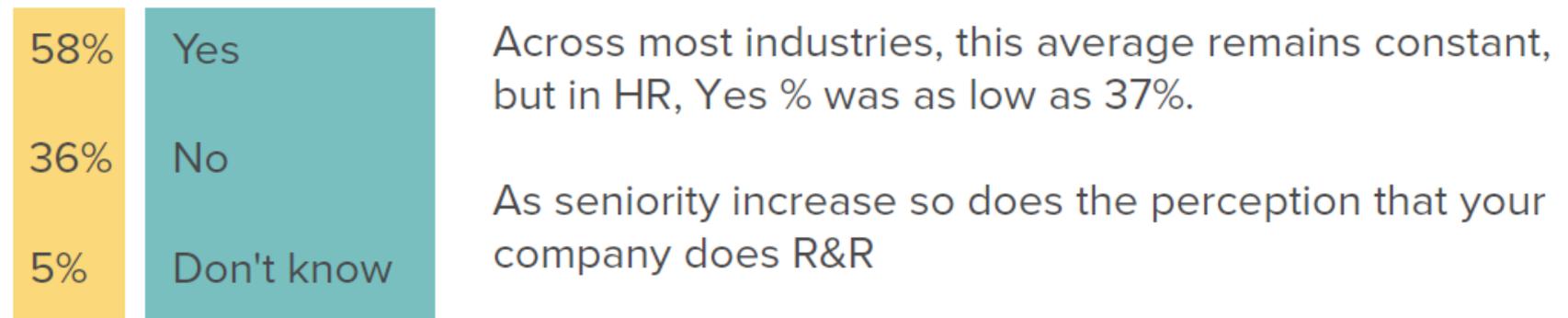


Does your company do **Recognition**?

Does the company you work for have an official recognition scheme in place – such as an official site or notice board, or awards scheme for employees?

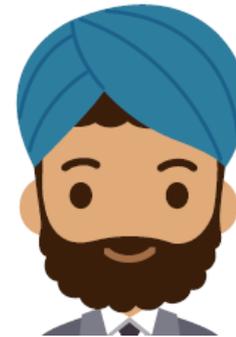
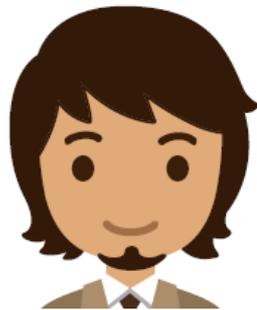
Does your company do Recognition?

Does the company you work for have an official reward and recognition scheme in place – such as an official intranet site or notice board, or awards scheme for employees?



Does your company do Recognition?

Corresponds with feeling valued:



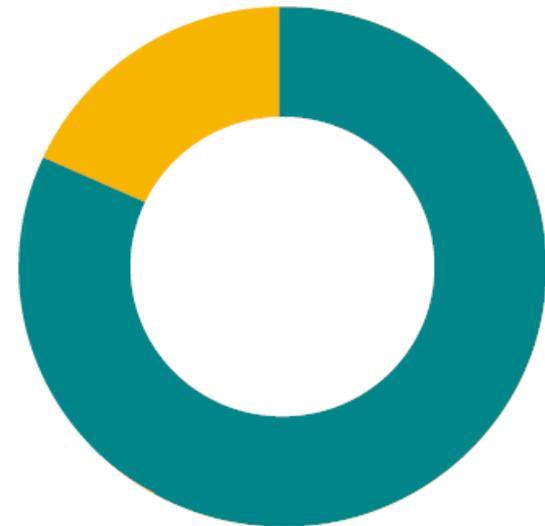
Recommend your company?

Would you recommend your current company to friends looking for a new job?

Recommend your company?

21%	Yes I definitely would
43%	Yes I probably would
26%	No, I probably would not
10%	No, I definitely would not

No 36%



Yes 64%

Recommend your company?

MORE LIKELY TO RECOMMEND AS:

Age decreases

Seniority increases

Salary increases

Industry

Most likely to recommend:

IT & Telecoms; Finance

Least likely to recommend:

Healthcare; Travel & Transport

HR:

Although not the least likely, is **above average to NOT recommend!**

What does all this mean for
employees?

What does this mean for employees?

Employees will need to be more **adaptable**



- Adapting to technology
- Moving between multiple jobs
- Shorter employment stretches
- Constant re-training
- Working from home

What does all this mean for
HR?

And how is **recognition** part of
the answer?

What does this mean for HR?

Loyalty becomes even more important

How we will create **loyalty** and build **recognition programmes** in the brave new AI world remains a question.

Indeed, will loyalty/benefits even be required?

What does this mean for HR?

But in the short to medium term,
loyalty remains critical, and
recognition can be a major part
of the loyalty equation

Why recognition?

1. Our survey shows that after *financial bonuses* and *work life balance*, **recognition** is what employees are looking for.

2. Recognition can be a **key channel** for implementing HR/cultural priorities, because it can **adapt** as those priorities change.

And so it's perfectly suited to drive engagement through times of both stability and major cultural change.

Why recognition?

It cuts across **all work place activities...**

As the workplace changes (with AI or otherwise), your recognition programme can adapt with it.

- Employment opportunities
- Colleague interaction
- Team dynamics
- Flexible hours
- Relationships and hierarchies
- Core values
- Financial priorities
- Employee priorities

Successful recognition?

We know the key **must-have**,
defining features of a
successful recognition
programme...

Make sure it fits your organisation

- Match the programme with your objectives
- **Fit your industry, culture, demographic, and working l**
- Doesn't bias specific skill-sets over others
- **Works for offline, part-time, homeworkers**
- Collaborative
- **Encourage healthy competition**
- Simple, easy to get involved
- **Fair and transparent**
- Set the right ward values (small? large?)
- **The right balance of financial and non-financial**

Celebrate success



Hello Zack



Welcome to high5!

You can use this platform to recognise, show appreciation and say thank you for an individual or team achievement, actions and contributions.

- Home
- Recognition Guide
- Nominate
- My Awards
- Your
- Approval
- FAQs
- Reports
- Admin
- Settings

Make a recognition

Winners Wall

Sort by: My Function



Nominee Name
Function

Award Scheme Name
Core Value: Challenge



Award
Core Value: Challenge



Nominee Name
Function

Award Scheme Name
Core Value: Challenge



Award
Core Value: Happy Birthday



Nominee Name
Function

Award
Core Value: WITTSAC Award

thank you!

Total Company

My Function	54
My Country	300

My awards

4	Given
3	Received



Awarded by: Nominator Name

25 852



Awarded by: James King

25 852

Make it personal



WELCOME TO THE TEAM

Hey <Recipient first name>,
Welcome to the team
Signed <Nominators name>

nationalgrid appreciate

thank you!



Hey <Recipient first name>,
Welcome to the team
Signed <Nominators name>

nationalgrid appreciate

EMAIL
Wizard



Hey <Recipient first name>,
On your retirement
Signed <Nominators name>

nationalgrid appreciate

Good egg



Hey <Recipient first name>,
On your retirement
Signed <Nominators name>

nationalgrid appreciate

Number **One**



Hey <Recipient first name>,
On your retirement
Signed <Nominators name>

nationalgrid appreciate



THANK YOU

Dear Dot,
You have been sent a Recognition Award from Jeremy White in line with our Respect core value.
Jeremy has sent you the following message: "Thanks again, Dot, for all your hard work in pulling together the new Benefits project."
ESD has been added to your online award balance. [Click here](#) to redeem your award.
We thank you again for your continued efforts to make National Grid a great place to work.
Regards,
The HR Team

nationalgrid Celebrating achievement with your colleagues



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We did it

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui de ea molestiae nesciunt reprehenderit? Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui de ea molestiae nesciunt reprehenderit?

R



Great job team

Thanks to the efforts of IS we have successfully won a contract.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui de ea molestiae nesciunt reprehenderit?

R

Creating moments



Supports other HR priorities

Health & Wellbeing

- Physical trainer
- Gym membership
- Fitbit
- Bike vouchers

Learning & Development

- Language courses
- Excel
- Photoshop
- MBA
- First Aider training

Support Social Wellbeing

The screenshot shows a web application interface for award nominations. At the top left is the logo 'love every drop anglianwater'. The top right has a 'Logout' link. The main content area is titled 'Instant award > Team > Team xxx > Step 1 of 2 > Step 2 of 2'. Below this, it says 'Award: Please select one of the following awards for your team:'. There are two options: 'Team event' (selected) and 'Cash award per person'. The 'Team event' option includes an icon of two clinking glasses and a question 'Will you also be attending this event?'. The 'Cash award per person' option includes a 'Select value' dropdown and a text input field. At the bottom are 'CANCEL', 'GO BACK', and 'SUBMIT' buttons. On the left, there are sections for 'Messages' (with a message from Monday 12/01 and Thursday 05/11) and 'Most Recent Awards' (listing individual and team awards). On the right, there is a user profile for 'Hello Carl!' with a photo and a navigation menu with icons for Home, Nominate, My awards, Winners wall, Redeem, My approvals, and Admin.

Meaningful rewards

You have selected a 'Go Home Early' voucher. Your Manager has also been informed.



Go Home Early

- You are entitled to go home 2 hours early one working day. Your time off should be taken within 3 months of receiving this award and must be signed off and agreed in advance by your manager (just like annual leave).



You have selected a 'Take a Long Lunch' voucher. Your Manager has also been informed.



Take a Long Lunch

- Voucher Terms: You are entitled to extend your current lunch hour to 2 hours on two occasions (giving an additional 2 hours of award in total). Your lunch hour extensions should be taken within 3 months of receiving this award and must be agreed in advance by your manager.



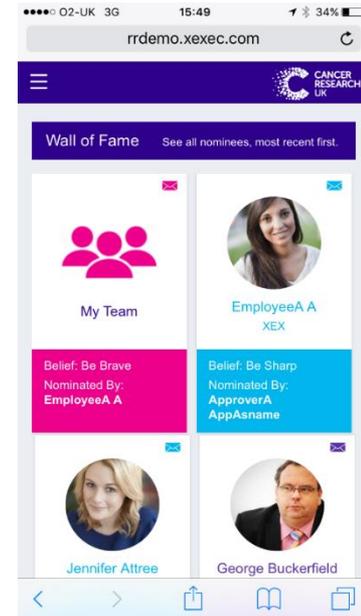
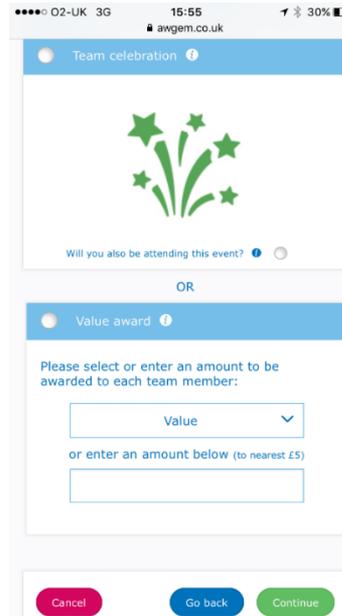
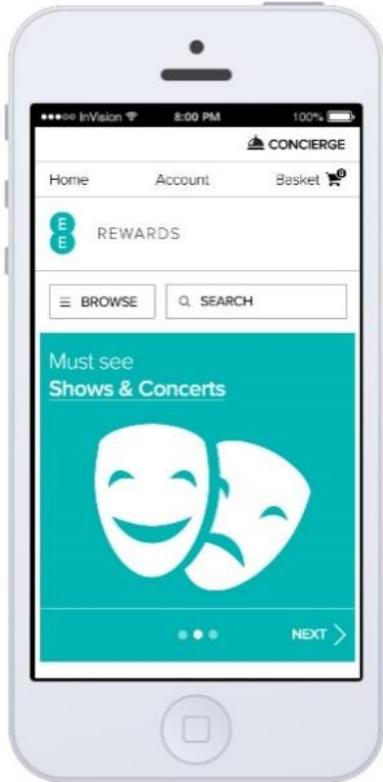
Needs to work globally

<p>Nominate</p> <p>Say "Thank you" to your employees, and surprise them with an e-card and some points to spend.</p>	<p>Redeem</p> <p>Exchange your points with a voucher from our local and international retailers. You've earned it - Thank you.</p>	<p>Award History</p> <p>Check the history of your awards and the nominations you've made.</p>	<p>Winners Wall</p> <p>Congratulate your colleagues who have been awarded across the organization.</p>
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Recent awards...

Gufran Mohammed Zaki Gunaim, Human Resources	Value: Accountable	Nominated by: Rawan Saoud Jalal
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Available everywhere



Beyond the workplace

Linked in

facebook

twitter

Useful MI

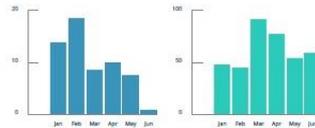
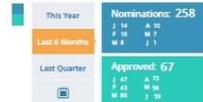
Dashboard Summary



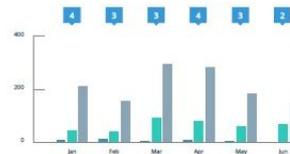
NOMINATIONS



TOTAL BY PERIOD



NOMINATIONS BY DEPARTMENT



A living solution



Thank you

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6483

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driving engagement

EB Connect 2019
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