

Close the 2021 Engagement and Motivation Gap



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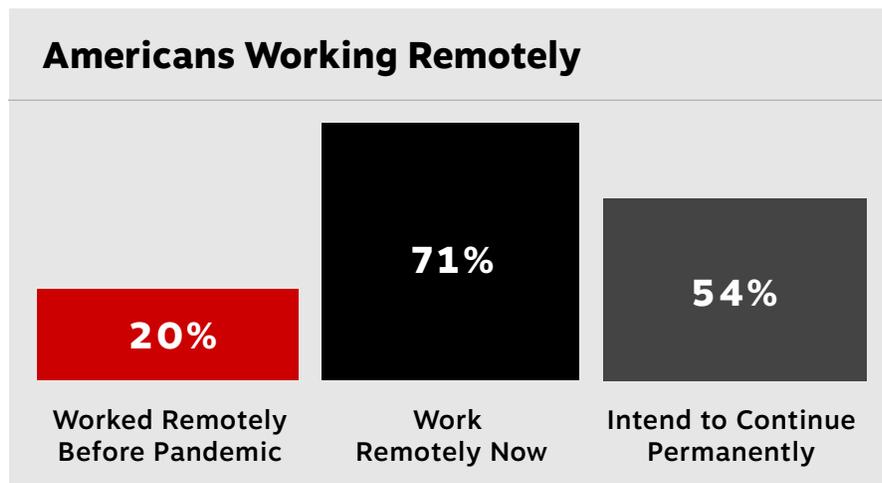
2020's massive, permanent shift to remote work created an engagement and motivation gap, particularly with younger remote workers. Making simple changes to close this gap can create and protect value far into the future.



2020 was a time machine that accelerated trends in how and where we live, shop, learn and work —by as much as a decade!

Pew Research Center*

According to a Pew Research Center study, the abrupt transition to remote work is among the most profound and permanent changes. Among those who could do most of their work from home, their research shows only 21% worked remotely before the pandemic. Now 71% do—a 250% increase!



Did your engagement strategies and systems evolve to match the massive and permanent increase in telecommuting?

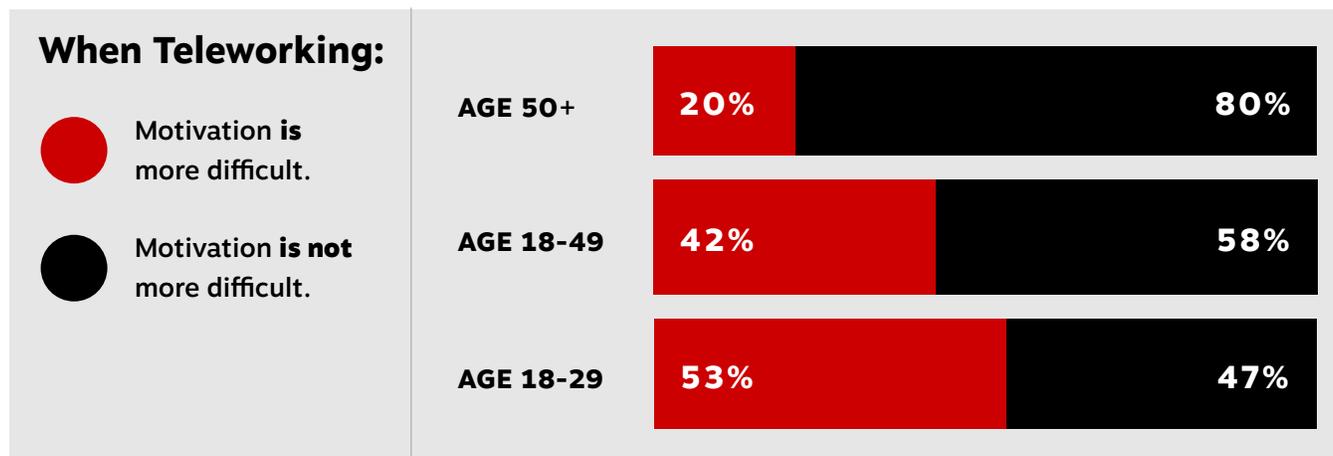
You might be forfeiting tremendous value by not synchronizing your engagement strategies with a decade's worth of evolution. Your new remote talent base needs more frequent and meaningful feedback and recognition, particularly if they are younger. Why?

Younger remote workers have more difficulty becoming motivated.

Pew Research Center finds telework has created a productivity-suppressing motivation gap, particularly for younger talent. Forbes notes Millennials and Gen Z comprise over half of today's workforce. That ratio will be 75% by 2025. Closing the motivation gap now assures value far into the future!



Pew Research Center*



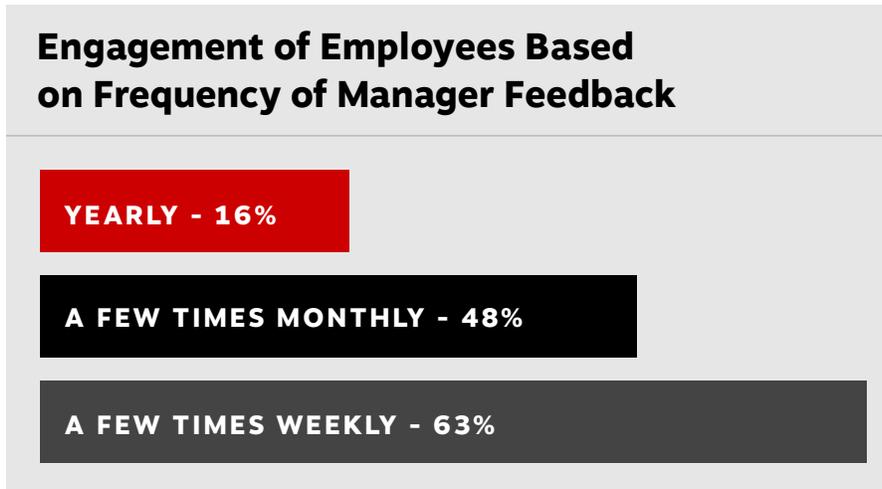
Remote workers want, need, and respond to more frequent recognition.

According to Gallup, “remote workers can have higher engagement than in-office workers—if they receive frequent feedback from their manager.” For those working 80% to 100% remotely, you can improve engagement by as much as:

Gallup*

200% by increasing feedback frequency from a few times yearly to a few times per month.

300% by increasing feedback frequency from a few times yearly to a few times per week.



4 Simple Ways To Close Your Engagement & Motivation Gap!

Increasing frequency of meaningful recognition doesn't need to be complicated. Or expensive. Here are some ideas:



1. Schedule it!

Recognition is cumulative. Frequent, small gestures of encouragement and feedback snowball into big engagement gains over time. It can start with you. Commit to starting and / or ending every meeting with recognition.



3. Foster “Sideways” Recognition.

Teaching colleagues to recognize one another strengthens company culture and makes it self-sustaining. Gen Z and younger Millennials particularly trust the opinions of peers, so recognition from co-workers is highly credible. Encourage and enable it! Create recognition themes based on your organization's values. Encourage co-workers to use the themes in recognizing peer contributions. Consolidate the best stories in company publications as examples of “living your values.”



2. Coach the Coaches.

Teach Managers to prioritize feedback and recognition in every team interaction. Ensure they celebrate team wins and recognize individual team members during large group calls. Equip them with tools and small rewards to help express gratitude.



4. Provide More Tools.

Chances are, you're already doing some of these things. If so, consider adding a digital platform to make it easier for your team to increase recognition frequency and impact for your new digital commuters. Our experts can show you fast, easy, secure technologies that blend your brand and values with technology and rewards that close the engagement and motivation gap!

Contact your Staples Promo Representative to explore traditional or digital Incentive & Recognition platforms. Don't have a Rep? Contact Mae Soule to get started.

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