

The ROI of Engagement and Recognition



Engagement isn't a bonus, it's a baseline. And recognition isn't fluff, it's fuel.

When Done Well, they drive performance, reduce turnover, and build a culture that people actually want to be a part of.

When done poorly, or not at all, they cost your business time, talent, and trust.



Why Engagement isn't just about *Effort?*

Engagement isn't about working harder or longer. It's about feeling emotionally connected to your work, the mission, and the people around you.

Gallup's latest data shows that only 10% of UK workers are actively engaged. And shockingly, that disengagement costs the UK economy billions every year.

But here's the truth most leaders miss:

Engagement isn't created through an initiative. It's built in the experience of work:

- ✓ **Do I feel heard?**
- ✓ **Do I feel valued?**
- ✓ **Do I trust my managers and leaders?**
- ✓ **Do I know why I'm doing what I'm doing?**



Why Recognition is a Leadership Habit, not a HR Programme?

Recognition is one of the simplest, and most powerful ways to improve motivation, trust and team culture.

But it has to be meaningful. And it has to be real-time.

Recognition isn't just saying 'thank you.' It's:

- ✓ **Naming the behaviour you want to see more of**
- ✓ **Reinforcing values in action**
- ✓ **Making people feel visible and safe to contribute again.**

When people are recognized consistently, they step up, not check out.

The PEOPLE Principles™ Are Built For This.

We've created our **PEOPLE Principles™ Framework** to help you co-create a stronger culture - one that doesn't rely on policy or presence.

So that instead, your:

*P*urpose

connects the work people do with the meaning behind it - so no one's just clocking in.

*E*ngagement

ensures people feel heard, valued, and trusted - not just measured or managed.

*O*wnership

shifts accountability from the few to the many - building a culture of action, not waiting.

*P*articipation

invites staff to co-create - not just comply with change.

*L*eadership

becomes a rhythm, not a role - providing calm, clarity and connection.

*E*mpowerment

ensures people have what they need to perform and grow without burning out.

When every part of the system supports a shared - the culture thrives.

Where to *Start?*

If your culture feels patchy, top-heavy or stuck, you don't need another survey.

You need to listen differently. **Lead differently.** And invite the people closest to the problems to shape the solutions.

That's what bottom-up culture really is.

Want to see how the **PEOPLE Principles™ Framework** can help you get there?

Click the button provided to take the quiz to find out how patchy, stuck or heavy your culture currently is:

TAKE THE QUIZ



Visit www.armshawassociates.com to learn more about our PEOPLE Principles™ Framework.