

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.



Ready to Build a Culture that *Performs?*

You don't need a new initiative. You need a new rhythm.

Our **PEOPLE Principles® Framework** gives you the tools to build a new rhythm.

But first, find out what's currently getting in the way →

TAKE THE FREE 2-MINUTE BUSINESS CHECK-UP



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