TINYpulse®
by WebMD
Health Services

Empowering Employees with Workplace Appreciation

Contents

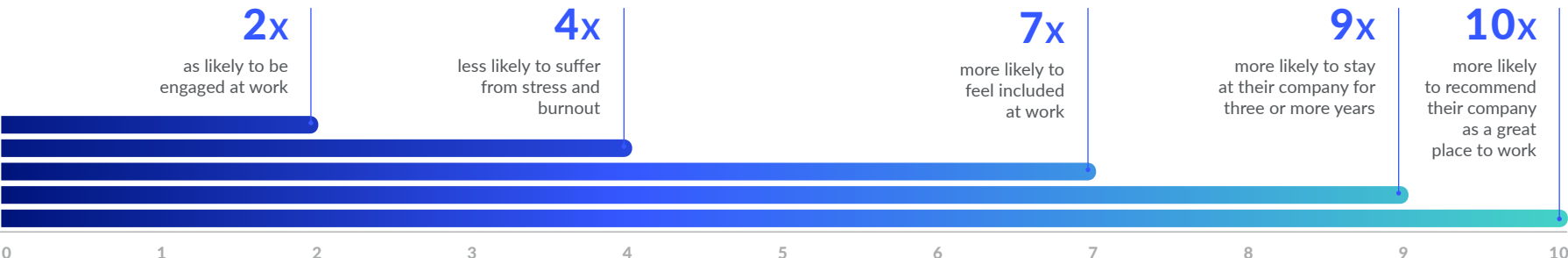# Why Is it So Important To Ensure Employees Feel Heard and Valued?

Successful organizations understand the importance of listening to, acknowledging, and valuing employees. This e-book helps you understand the significance of these elements and how to embed them into your organization's culture.

In today's workplace, less than one in four employees feel their organization cares about their well-being. Listening to and valuing employees has two main benefits: making work more enjoyable across teams and improving your bottom line. Leaders who act on feedback build trust and create opportunities to celebrate achievements. When employees feel heard and acknowledged, they are inspired, happier and

more productive. The power of listening and recognition leads to a boost in workplace productivity, retention and the ability to attract top talent.

So how can managers and leaders integrate these powerful components of listening, recognition and valuing employees into their business model? Let's find out.

Employees who feel their company cares for them are[1]

2x	**4x**	**7x**	**9x**	**10x**
as likely to be engaged at work	less likely to suffer from stress and burnout	more likely to feel included at work	more likely to stay at their company for three or more years	more likely to recommend their company as a great place to work

0 1 2 3 4 5 6 7 8 9 10

[1] The Science of Care, WebMD Health Services, 2022.

What it takes to listen.

Employees feel heard when their requests and feedback are acknowledged. Proactively responding to feedback can prevent misunderstandings that, in the long run, create a negative work culture, reduce employee engagement, and increase turnover.

Employees feel heard when employers:

- **Build on ideas:** Teams rely on employees to bring new ideas forward, whether to improve processes, shape culture, or change everyday routines. Effective leaders expand on good ideas and build new solutions together to bring employees' ideas to life.

- **Act on ideas:** Employees feel heard when leaders use their feedback to make things happen. Managers and leaders who listen to employees can provide the tools, training, and resources to help their team grow and develop.

- **Communicate:** Effort counts, too! Even if there isn't time or you don't have the resources to implement all their feedback, it's important for employees to know they aren't being ignored.

Employees feel "unheard" when employers:

- **Are dismissive.** Even if you make listening a priority, you may negate its effects by immediately shooting down ideas without consideration. Effective organizations prioritize avenues of communication and encourage the free flow of ideas.

- **Offer insufficient action.** Leaders and managers may act as if they are listening with temporary solutions, diversions, and delays—but empty promises can be just as harmful as no action at all.

Give equal attention to remote team members. Feeling heard is especially important for remote employees. It's up to you to create opportunities to listen from afar, and that means being deliberate about how you stay in touch with every employee—whether they're in the office, on the road, or at their kitchen table.

Opportunities for listening.

Listening happens in all sorts of contexts. What's right in one might not work in another, but every avenue to connect holds potential to help employees feel heard. And remember that all employees deserve to be heard, not just the loudest person in the room. It's not possible (nor advisable) to be friends with everyone, but you can keep the lines of communication warm, professional and open with every member of your team.

Which of the following listening opportunities is your organization taking advantage of?

- Group meetings

- 1-on-1 meetings

- Performance reviews

- Email

- Phone calls

- Instant messaging

- Suggestion box submissions

- Questionnaires

- Anonymous surveys

- An engagement management tool, such as TINYpulse by WebMD Health Services

*Web*MD
HealthServices

Give employees a voice in business decisions.

- Survey team(s) on strategy: Ask and you shall receive!

- Solicit feedback regularly, especially before and after events and big projects.

- Make feedback a part of your standard operating procedures.

Construction Company Case Study:

- A client in the construction industry surveyed employees and uncovered that employees were unclear about the direction of the company.

- Before the annual company meeting, the owner shared yearly objectives and key results (OKRs).

- This gave employees time to review, comment and provide feedback.

- The owner was able to present the OKRs again at the meeting, this time with the employees' feedback incorporated.
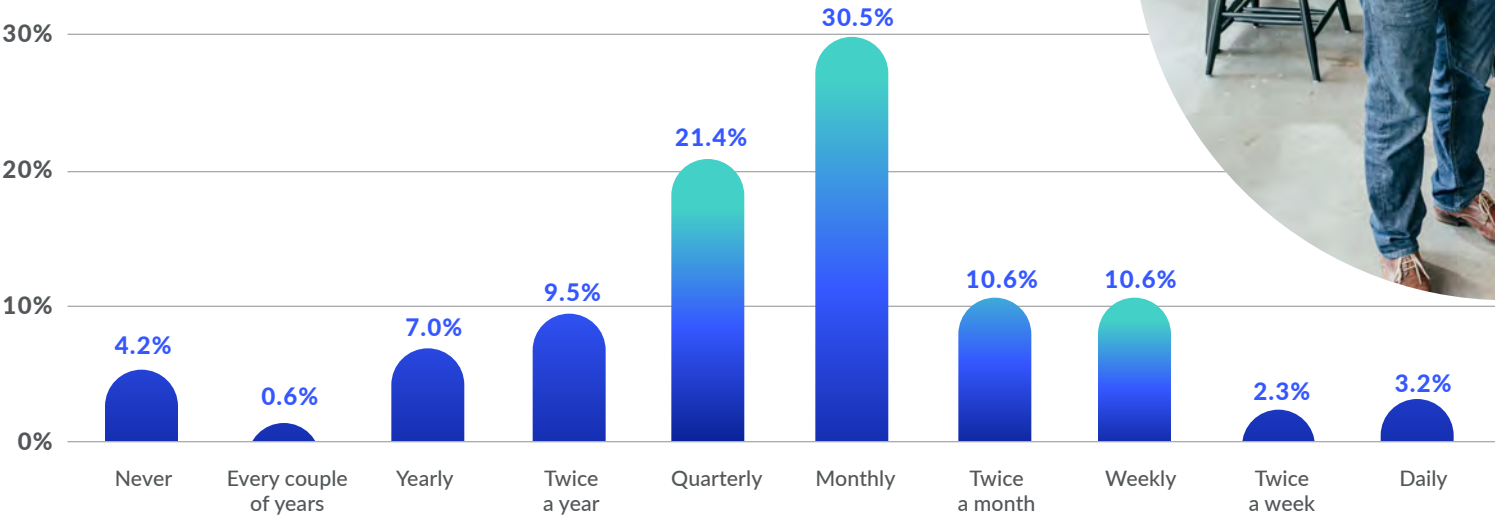
OUTCOMES

- Leaders in the organization reviewed all the feedback to inform decisions.

- Employees reported feeling clearer about the direction of the company.

- Employees better understood how their role is connected to top-level OKRs.

What the Data Says

How often would you like the opportunity to give feedback to your employer through employee surveys?
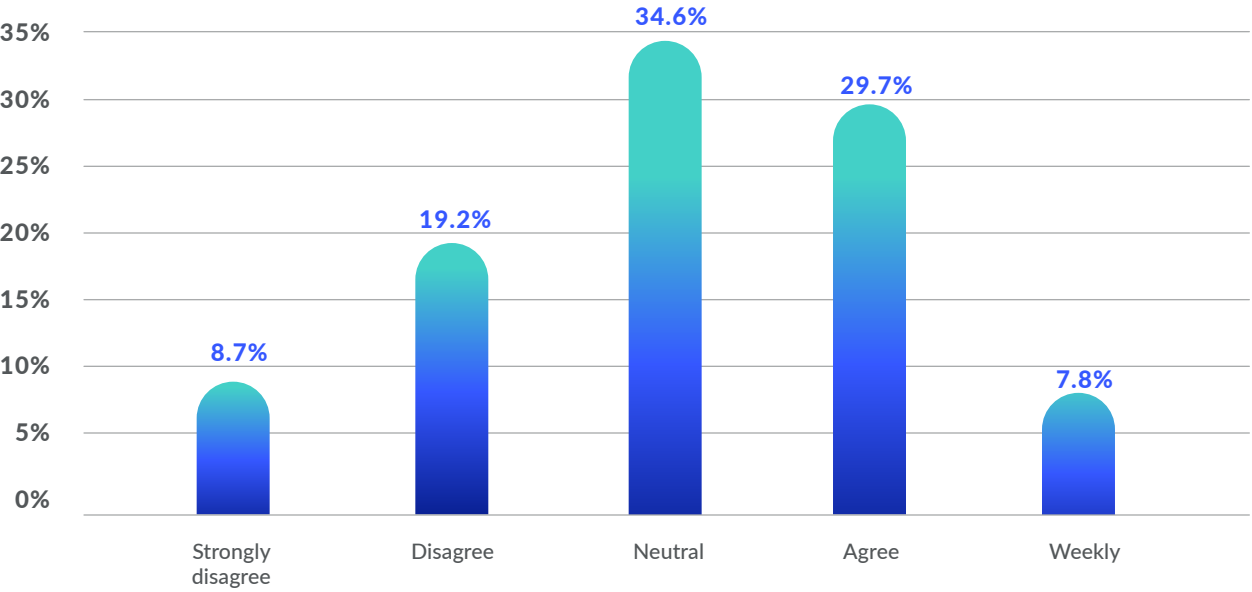

Chart data:
- Never: 4.2%
- Every couple of years: 0.6%
- Yearly: 7.0%
- Twice a year: 9.5%
- Quarterly: 21.4%
- Monthly: 30.5%
- Twice a month: 10.6%
- Weekly: 10.6%
- Twice a week: 2.3%
- Daily: 3.2%

People want to give feedback:

- When it comes to answering surveys, employees typically want to give feedback about once a month.[2]

- 95.7% of employees want to be able to give at least some feedback.

- 57.2% want to give feedback at least monthly.

[2] TINYpulse. 2022 How to Make Employees Feel Valued & Heard.

WebMD Health Services

Desire for more feedback from managers.

Value	Category
8.7%	Strongly disagree
19.2%	Disagree
34.6%	Neutral
29.7%	Agree
7.8%	Weekly

Most people don't mind getting feedback:

- 72.1% of employees are neutral toward or would prefer more feedback from their managers.

*Web*MD
HealthServices

How To Recognize Employees in a Meaningful Way

Recognition in the workplace means that each employee is acknowledged and celebrated as an individual or part of a team.

What does recognition look like?

- Congratulations and acknowledgment of a job well done after a project or work task. Celebrate those who make success possible with gratitude and praise.

- Acknowledgement and trust in employees' skills when working and making decisions. Rely on the skills and judgment of those who demonstrate competence.

What should be recognized?

- Personal accomplishments: "Let's hear it for … !"

- Tangible results: "… exceeded the goal by 10%!"

- Excellence in work practices: "Did you hear how … resolved that issue?"

- Dedication to the organization: "… has been a reliable worker for five years."

- Teamwork: Peer-to-peer recognition or shout-outs.

Where does recognition happen?

- **Across the organization:** Recognize teams, departments and individuals. Whether through TINYpulse by WebMD Health Services, meetings, apps, newsletters, emails, annual conferences or banquets—all types of recognition count.

- **Vertically:** Performance reviews give managers and supervisors the opportunity to recognize employee successes. Don't forget that praise goes both ways—managers also benefit from recognition from their team members.

- **Among peers:** A proverbial 'pat on the back' from a colleague, gratitude for helping out in a jam, and everyday collegial appreciation nurtures a culture of care.

- **Public recognition:** Don't save all the social media and PR for executives. Get the word out about the people and teams who drive your success!

It feels good to be recognized and to recognize others. Positive feedback has a way of fostering better attitudes in the workplace—and produces positive results to go along with it. Not sure where to start when it comes to recognition? Ask. Find out how people want to be recognized with a survey.

Recognition comes in many forms and sizes:
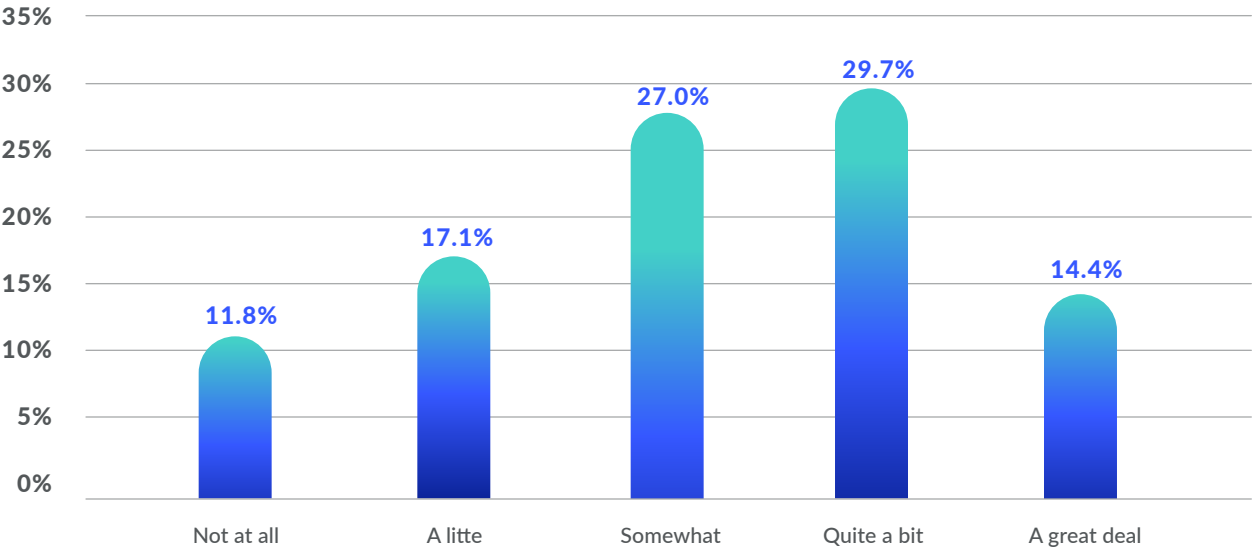
IMMEDIATE

- Build appreciation and praise into team meetings.

- Choose one team member per week to celebrate and be specific about the reasons you're celebrating that individual.

- Share the successes of your team with leaders.

- Ensure senior leaders also model gratitude and recognition with their direct reports.

LONG-TERM

- Get in the habit of recognizing employees on a regular basis.

- Identify opportunities for recognition. There's room for gratitude, recognition and awards in weekly meetings, project kick-offs, annual events and more.

- Recognize promotions. As people grow with the organization, share how their new roles and responsibilities are a direct result of their excellent performance.
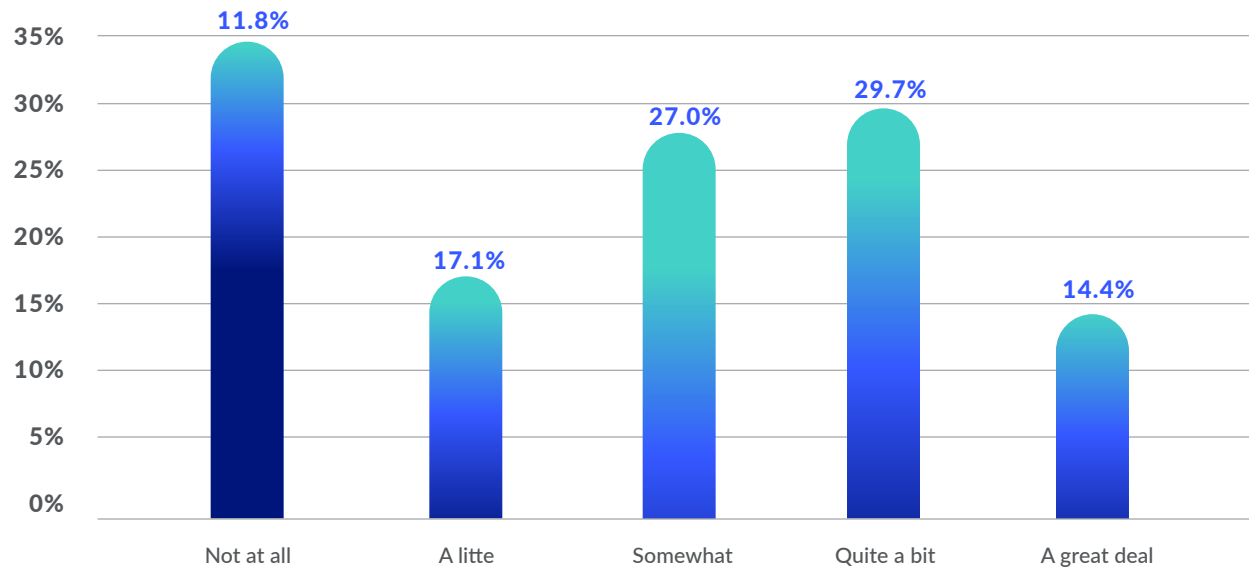
WebMD **Health**Services

How much would employee recognition improve social and cultural connection?

Bar chart:
- Not at all: 11.8%
- A litte: 17.1%
- Somewhat: 27.0%
- Quite a bit: 29.7%
- A great deal: 14.4%

Recognition improves feelings of connection:

- 88.2% of employees indicated recognition would be beneficial for increasing social and cultural connection at work.

- Well-communicated recognition can have positive effects beyond making employees feel recognized in the moment, making them feel more connected, collaborative and engaged with the organization in the long term.

*Web*MD
HealthServices

To what extent have you experienced a lack of recognition at work?

Bar chart values:
- Not at all: 11.8%
- A litte: 17.1%
- Somewhat: 27.0%
- Quite a bit: 29.7%
- A great deal: 14.4%

Employees notice when their hard work is not recognized:

- 66.4% of employees report at least some lack of recognition at work.

*Web*MD
HealthServices

VALUING EMPLOYEES

What Does Feeling Valued Mean To Your Employees?

We feel valued when the people around us—especially those who make decisions that impact us—care about us.

For employees, that means respecting opinions, noticing contributions, and acknowledging accomplishments. It means respecting others for not only what they contribute, but for who they are. It's also important to remember that the way organizations show positive regard for employees won't be the same for every person in every situation.

*Web*MD
HealthServices

Navigating mutual respect.

Each employee will naturally have their own preferences for how they like to be shown respect, and this is largely based on their cultural background and personal experiences.

Organizational respect:
'We' are all valued in this organization

The mission and vision of an organization speak to something greater, with policies that reflect shared values across the organization. Stakeholders promote a culture where gratitude and recognition play an important part.

Individual respect:
This organization respects 'me'

When we recognize the attributes, behaviors, and achievements a colleague brings to the table, we show that we value not only their work, but also them as a person.

Do you know what your employees value?

When organizations recognize different backgrounds, cultures, and experiences, they demonstrate organizational respect and show every employee that he or she is valued. To help an employee feel valued as an individual, it helps to understand what they find valuable in their own life.

Priorities outside the workplace, as much as priorities in the workplace, define how employees feel most valued in the workplace. Think of the whole person when giving and receiving feedback.

> To get real diversity of thought, you need to find people who hold different views and invite them to the conversation."
>
> **Adam Grant,** American Author and Professor specializing in organizational psychology[3]

[3] Adamgrant.net.

WebMD HealthServices

Make employees feel valued.

- Nurture reciprocal trust.

- Demonstrate and value respect for and among workers.

- Offer public recognition and personal affirmation.

- Ask for honest opinions and respect them.

- Change how things are done in response to feedback.

- Respect employees' time, emotional well-being, family and interests outside the workplace.

Ask the right questions:

- How do you work best?

- How can I promote your growth?

- What does success look like to you?

How organizations can actively show they care.

Remember that valuing, listening to, recognizing and caring about your employees begins with their first day on the job and ends when they leave the organization. Starting with clear communication shows you value and care about their input from the start, and sets a standard for the entire employee relationship going forward. Ask the right questions.

Show care for basic needs:

- Have policies in place to protect the safety and security of the workplace.

- Ensure that dignity and respect are at the center of interactions.

People first! Honor integrity, time and effort:

- Show fairness and nurture mutual trust.

- Make sure the work that people do has meaning.

WebMD
HealthServices

Foster personal growth and development:

- See each employee as a whole person, with unique motivations and priorities.

- Listen to your team and find ways to connect.

- Recognize when individuals and teams find success and respond to feedback appropriately.

- Leave room for supporting professional growth while growing the bottom line.

- Nurture the deeper values that drive an organization and keep great people on board.

- Keep an ear out for what makes employees feel like they have a purpose.

- Make it a priority to build a more caring culture for everyone.

- Help employees see the impact of their work on the community and the world.

WebMD
HealthServices

Advocate for your team.

- Advocate for growth and promotions. Go to bat for employees who deserve recognition.

- Be available for coaching. Get involved with opportunities to help employees grow into their role.

Show care for basic needs:

- Have policies in place to protect the safety and security of the workplace.

- Ensure that dignity and respect are at the center of interactions.

People first! Honor integrity, time and effort :

- Show fairness and nurture mutual trust.

- Make sure the work that people do has meaning.

A Great Manager Case Study:

- My favorite manager took time to understand my strengths and explore areas to grow.

- Together we created a realistic action plan.

- The manager helped me identify training opportunities.

- The manager continued to advocate for my growth and support me.

OUTCOMES

- I felt valued because the organization was committed to my growth.

- I felt valued because my contributions were acknowledged.

How organizations can actively show they care.

Finding Purpose

A Caring Culture

Make It A Better World

Whole Person

Listen + Connect

Recognize + Act

Grow

Physical Safety + Security

Dignity + Respect

Fairness + Trust

Meaningful Work
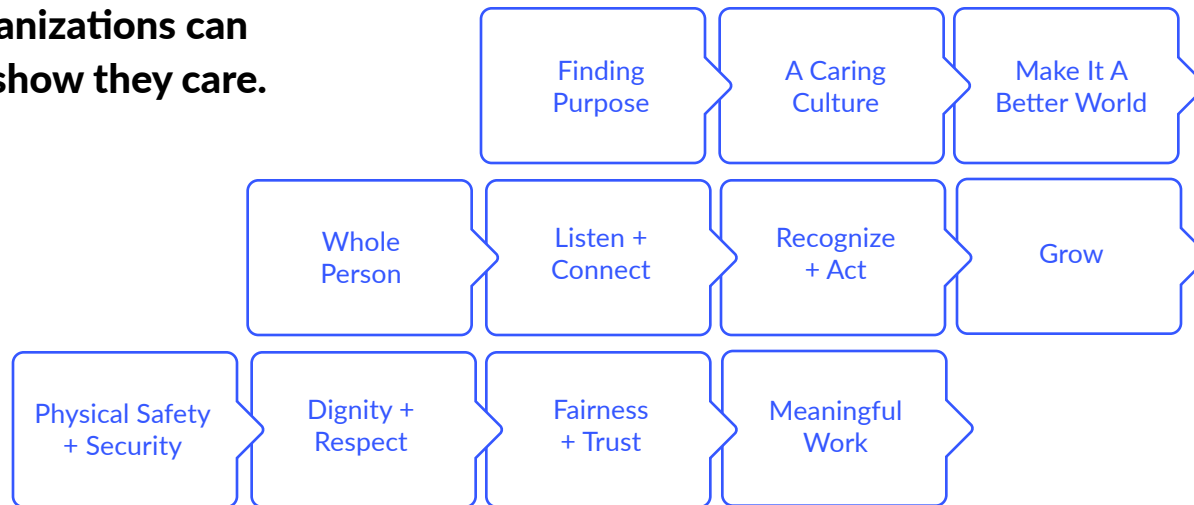
Putting it all together.

By combining effective listening, proactive recognition, mutual respect and tangible action, your organization can be sure employees feel heard and valued in the workplace. Even if you start small, the most important thing is to start now.

If you're not sure how to get started, the TINYpulse all-in-one employee engagement platform makes it easy to get a clear picture of your employees' needs so you know where to focus your efforts and action today.

TINYpulse®
by WebMD
Health Services

Ready to discover how TINYpulse can help you build a foundation for an organizational culture that encourages appreciation and fuels your business?

REQUEST A DEMO TODAY ›

WebMD
HealthServices