

KEY POINT

“There is one thing every person needs but isn’t getting enough of: Recognition.”

Why does **recognition** matter?



Key Points

1. It's **needed**
2. It's **universal**
3. It's **easy**

INSIGHT

Recognition isn't just a nice-to-have—it's a fundamental human need. People want to feel **seen, heard, and valued** regardless of industry, title, or tenure. Recognition transcends sectors, cultures, and roles. People are more **engaged, motivated, and connected** when they receive acknowledgement for their contributions.

The best part? Recognition is easy to fit into your life – **95% want a sincere thank-you**. Be unforgettable by giving a thank-you card.

Recognition **drives performance**, improves retention, deepens trust, and fuels a sense of belonging. It is everywhere and for everyone, so why not **make it a daily habit**?

ACTIONS

01

PUT IT INTO PRACTICE

Write a thank you card today. Who is someone who needs to be reminded of the magnitude of their greatness?

02

START A CONVERSATION

Download the [Recognition Checklist](#). Commit as a team to building a targeted appreciation habit.

03

LEARN MORE

Understand the true impact of recognition with our [Cost of Under Appreciation](#) infographic.

KEY POINT

“Recognition is not the same as rewards. They are different currencies, and you need both.”



INSIGHT

We often use “Rewards and Recognition” interchangeably. This is dangerous; we often miss or fall short on one. And usually the poor cousin (no pun intended) is recognition.

Recognition builds **relational currency**. Anyone can leverage it and there’s no limit on how much you can give. What and how people prefer to be recognized may vary, but the desire to know the people you serve and work closely with **value your contributions is universal**.

Similarly, the **transactional currency** of a reward reinforces an exchange of value. We all deserve that paycheque; but beware that a bonus cheque, gift card and points can’t do the job alone. Back it up with recognition.

ACTIONS

01

PUT IT INTO PRACTICE

Match a reward with recognition. Write a thank you card and put a gift card in it. Combine the power of both.

02

START A CONVERSATION

Take a look at your rewards program and compensation strategy to ensure they’re leveraged to truly value people.

03

LEARN MORE

Learn more about rewards AND recognition by reading this [article](#). Share it with HR colleagues and leaders.

KEY POINT

"If you haven't connected, you haven't earned the right to correct."

Connection
before **Correction**

INSIGHT

Too often, we jump to correction without first establishing a real connection. Feedback without **trust falls flat**, whether you're the boss, colleague, friend or partner.

People who feel unheard or undervalued are less likely to be receptive to guidance. True growth can happen when people feel **safe, seen, and supported**.

Before assuming it's a people problem, consider other root causes; is it a process problem? Don't look for fault; **seek solutions**.

Listen actively with curiosity. Instead of immediately addressing behaviour, take a step back—**connect first, then guide**.

ACTIONS

01

PUT IT INTO PRACTICE

Review the last time a performance appraisal or other check-in happened. If it's overdue, start there.

02

START A CONVERSATION

Begin your next team meeting by inviting people to share someone who helped them recently. Fuel appreciation!

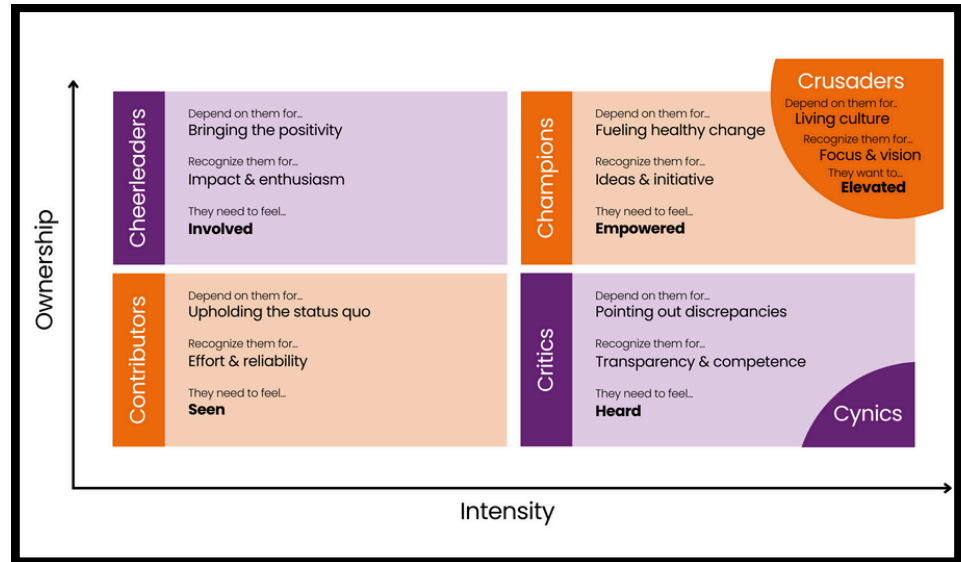
03

LEARN MORE

Dive into our article, [Connection Before Correction](#), and discover how trust can transform your leadership approach.

KEY POINT

“Complaints are merely poorly worded requests.”



INSIGHT

Sometimes, we **label people as “negative”** and then see them as a problem. We shut them down. We disregard their comments.

What if you **listened for greatness hidden** behind the criticism? Maybe there’s a good idea and a **highly engaged person** waiting to be channelled productively.

Not everyone engages with work the same way. This matrix helps you recognize the unique contributions of different employee types and **tailor their recognition** accordingly.

The key takeaway? Recognition isn’t one-size-fits-all. When you acknowledge people in the way they need, you **unlock their best work**.

ACTIONS

01

PUT IT INTO PRACTICE

Review this matrix with your team, particularly if you are a formal leader. How can you value all voices?

02

START A CONVERSATION

Identify a highly engaged, motivated yet frustrated person who has been critical. Listen for the good idea and thank them.

03

LEARN MORE

Dive into our video on the [Engagement Matrix](#) and discover how to recognize every team member’s unique value.

KEY POINT

"You cannot give what you don't have. When was the last time you recognized yourself?"



INSIGHT

Recognition **begins with you**. When you truly see your own value, it becomes easier to recognize and uplift others.

Acknowledging your strengths, progress, and impact isn't self-indulgent—it's the **foundation of authentic appreciation**. The more you embrace your worth, the more naturally you extend that recognition to those around you. When **recognition flows** freely, it creates a culture where everyone feels seen, heard and valued.

Self-recognition fuels energy, confidence, and an abundant mindset. So take a moment to recognize yourself—because **your greatness deserves to be seen**.

ACTIONS

01

PUT IT INTO PRACTICE

One way to recognize yourself is to practice self-care. Get inspiration with our [50 Ways to Practice Self-Care](#) tool.

02

START A CONVERSATION

If you're humble or have been struggling lately, ask for feedback from someone you trust and then reflect on it.

03

LEARN MORE

Tune into the Greatness Together podcast where Sarah and her daughter Simonne dive into [Self-Love](#).

KEY POINT

“Truly talent driven organizations deserve to enjoy unrivalled cultural resilience.”



INSIGHT

According to Gallup, only one in five people feel deeply connected to their organization's culture. People might be considering leaving, or perhaps they are staying but unable or unmotivated to bring their best. Either way, it's not great news.

The ironic thing is that your culture is one of the only **factors that differentiates** you. You deserve to enjoy **unrivalled cultural resilience**. If you're in a class all of your own, no one can steal your best people, clients, and services.

Great cultures don't just happen. One thing they all have in common: people know their **work matters and are valued**.

ACTIONS

01

PUT IT INTO PRACTICE

Brush off engagement survey results or relaunch it, study your people data, and get a current pulse of the culture.

02

START A CONVERSATION

Have an honest dialogue about how much people matter. Do people matter as much as profits and products?

03

LEARN MORE

In 90 seconds, see in this [video](#) why recognition is a key ingredient in unrivalled cultural resilience.

We Love Talking Recognition

Connect with us!

Do you have any questions about insights shared here? Connect with us! We LOVE talking about recognition with fellow appreciation rockstars! info@greatnessmagnified.com

Looking For More?

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- Listen to Sarah's psychology podcast with her daughter
- Download dozens of tools and white papers

About Sarah

Sarah is a recognition expert, speaker, coach, author, and movement maker. She created F.R.O.G. – Forever Recognize Others' Greatness™, to invigorate companies so they can see their people as exceptional and, together, create a scrumptious, thriving culture where everyone belongs.

With over 25 years of experience in training, coaching, and team leadership, she founded Greatness Magnified to support organizations in building meaningful, connected cultures.

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