



New Research Shows Recognition Can 2X Your Employee Retention Rate



About Me

- Chief Research Officer, Lighthouse Research & Advisory
- Author
 - *Talent Scarcity: How to Hire and Retain a Shrinking Workforce*
 - *Artificial Intelligence for HR*
- Founder, HR Summer School
- Dad of four
- Ice cream is my love language



Ben Eubanks



About our Research

Since 2016, we have surveyed more than:



10,000 Talent/HR leaders



10,000 workers



Across the globe

On topics like:



Culture



Hiring



**Pay
equity**



**Talent
development**



Performance



**Flexible
benefits**

Yes, but...

The 'Great Resignation' Is Winding Down

Monthly number of people quitting their jobs in the U.S., seasonally adjusted




Source: U.S. Bureau of Labor Statistics

How long do you
think it takes
workers to know
if they will stay at
your company?



The Grace Period for Managers is OVER

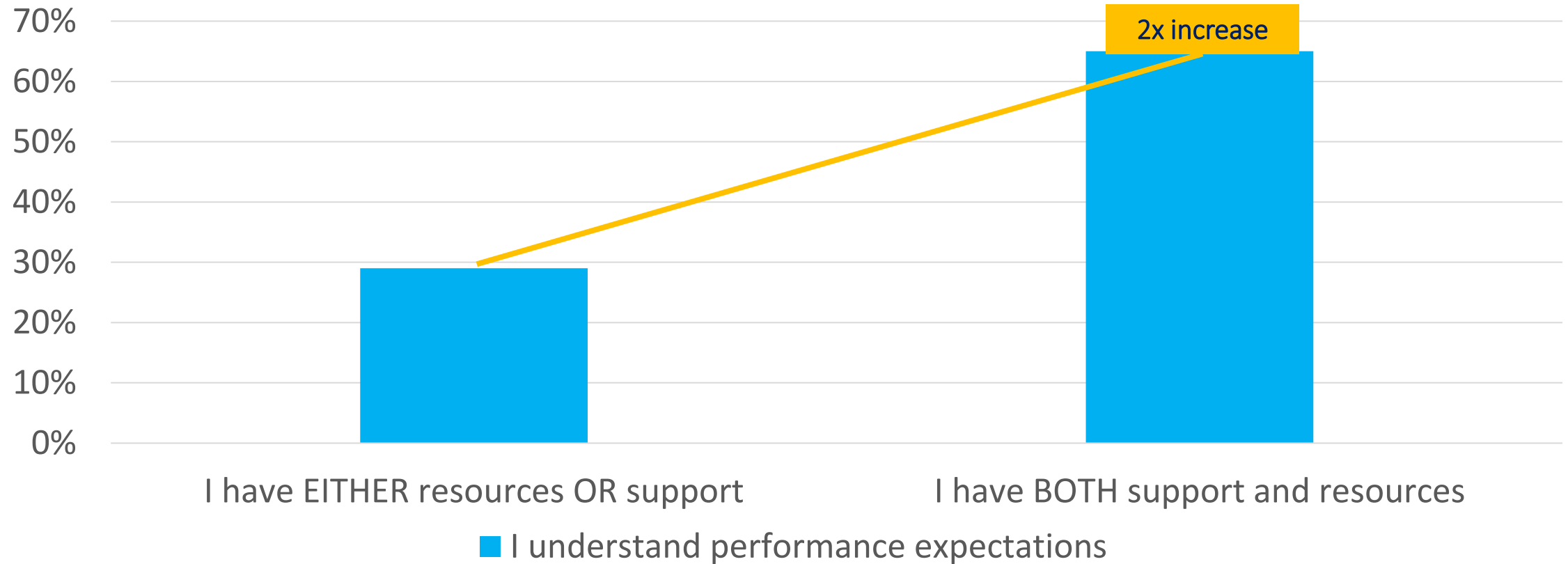




A manager who understands their team is 6,000+% more likely to support their team

Resources Alone Aren't Enough


Do you understand your performance expectations?





The #1 Predictor of Team Performance

Signs of a Functional, Supportive Culture

 Lighthouse research & advisory	Supportive, Functional Culture	Unsupportive, Dysfunctional Culture
My company values diversity and makes everyone feel included in the workplace.	91%	31%
I feel accepted, respected, and appreciated at work.	86%	26%
I fully understand my job role and responsibilities at work.	75%	36%
I have frequent opportunities to be recognized and appreciated for my contributions.	66%	20%

5 Practical Ways to Recognize Team Members

1

Celebrate key soft skills and behaviors

2

Support events for family/significant others

3

Stretch assignments

4

Emphasize non-work accomplishments

5

Democratize recognition opportunities

A close-up photograph of a red ballpoint pen resting on a yellow notepad. The pen is positioned diagonally across the frame. On the notepad, there is a large, hand-drawn red letter 'A' and a red checkmark. The notepad has some faint, illegible text and a section labeled 'Examples' visible. A semi-transparent dark green rectangular box is overlaid on the center of the image, containing white text.

Avoid the “Feedback Sandwich.”
Do this instead.



Case Study: Ohio Living



What expectation
are you setting?



Learn the four research-backed items that **DOUBLE** retention



LHRA.io/2x





Want to connect?



Get our latest research

[LHRA.io/access](https://lhra.io/access)



Contact me:

[research@LHRA.io](mailto:research@lhra.io)



LIGHTHOUSE
research & advisory