

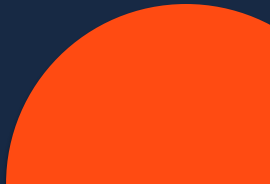


Conditions for Growth

The Data Behind Recognition-Driven Culture

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Bucketlist Rewards | 2026



Agenda: The Data Behind Recognition-Driven Culture

1

What is culture

And why recognition is a critical piece.

2

What the data says about recognition frequency

Leader recognition, peer recognition, and platform usage.

3

Why recognition quality matters

Authentic, personalized, timely, and fair recognition.

4

The impact of program participation

How recognition programs drive quality, thus culture.

5

How to apply this to your organization

Self-diagnosis, early warning signs, and measuring ROI.



bucketlist

What Is Culture?

"The shared basic assumptions, values, and beliefs that characterize an organization..."

Culture is taught to newcomers as the proper way to think and feel within the setting.

DNA of the Org: It represents the deep-rooted identity that guides every interaction.

Invisible Force: Hard to observe directly, but its effects are felt everywhere.

Organizational Values: If not managed, people will create their own culture.

Culture vs. Climate

FOUNDATION

Culture

"The shared basic assumptions, values, and beliefs taught to newcomers as the proper way to think and feel."

Important Considerations

- DNA of the organization.
- Closely tied to organizational values.
- Takes time to build (Long-term).
- Hard to observe directly.
- Unmanaged culture becomes "rogue" culture.

PERCEPTION

Climate (EX)

"The shared perceptions, attitudes, and current experiences employees have about their work environment."

Important Considerations

- The daily "Employee Experience" (EX).
- Influences culture over time.
- Fluid and changeable (Short-term).
- Responsive to targeted action.
- Neglect leads to turnover and low engagement.

How to Measure Culture?

Leading vs. Lagging Indicators

INPUTS

Leading Indicators (Drivers)

Predictive metrics that signal cultural shifts before they impact the bottom line.

- ❖ Psychological Safety
- ❖ Belonging
- ❖ **Recognition Frequency/Quality**
- ❖ Belief in Organizational Values
- ❖ Autonomy
- ❖ Manager Effectiveness
- ❖ Peer Relationships
- ❖ Mentorship



OUTPUTS

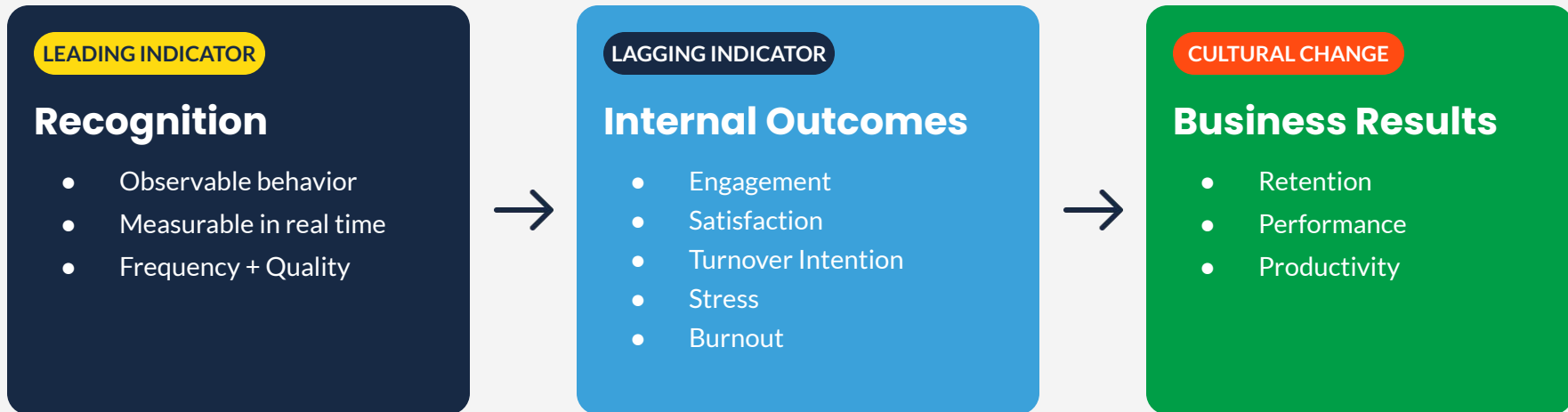
Lagging Indicators (Outcomes)

Reactive metrics that confirm the current health and historical state of the organization.

- ❖ Satisfaction / eNPS
- ❖ Turnover (Intentions)
- ❖ Engagement (Emotional Commitment)
- ❖ Burnout
- ❖ Stress
- ❖ Absenteeism
- ❖ Presenteeism
- ❖ Exit Interview Data

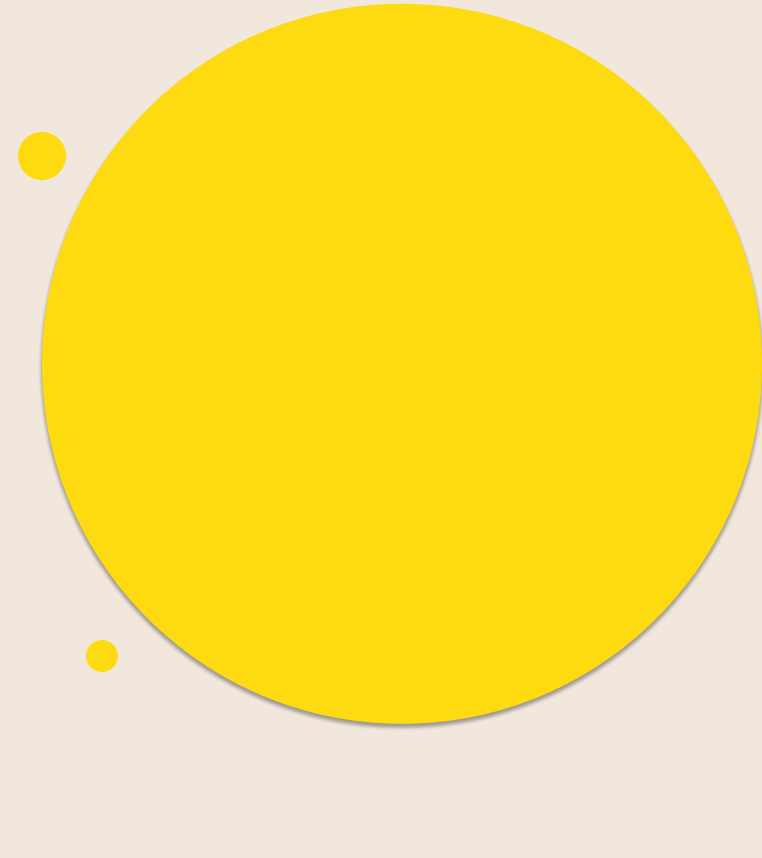
Recognition Is a Leading Indicator

Recognition provides a real-time predictive lens.



Data from 1,263 employees proves that recognition patterns **predict engagement, satisfaction, and turnover intention** — allowing you to measure culture in motion before outcomes change.

What the Data Says



Case Study Methodology & Scope

We surveyed 1,263 employees across 28 companies to measure how recognition frequency and quality affect core workplace outcomes.

By comparing frequent recognition groups against those without, we identified the specific ROI of a recognition-driven culture.

Survey Dimensions Measured:

Leading Indicators:

- Recognition Frequency (Leaders & Peers)
- Platform Usage
- Recognition Quality

Lagging Indicators:

- Work Engagement
- Job Satisfaction
- Turnover Intention (likelihood to stay)

1,263

Employees Surveyed

28

Client Companies

3

Global Industries

Recognition Frequency

Leader Recognition

How often do you get recognized by your leader or manager.



Peer Recognition

How often do you get recognized by your peers.



Recognition Program

Is there a recognition program in place?
Example using the Bucketlist Platform.



Impact of Leader Recognition

Comparing outcomes for employees recognized by their leader monthly or more versus yearly or less.

Engaged

Rarely Recognized

57%



Frequently Recognized

72%

+15 points

Satisfied

Rarely Recognized

63%



Frequently Recognized

82%

+19 points

Likely to Stay

Rarely Recognized

67%



Frequently Recognized

76%

+9 points

What this means for a 500-person company:

75 more employees engaged • **95** more employees satisfied • **45** fewer planning to leave

Impact of Peer Recognition

Comparing outcomes for employees recognized by their peers monthly or more versus yearly or less.

Engaged

Rarely Recognized

55%



Frequently Recognized

71%

+16 points

Satisfied

Rarely Recognized

64%



Frequently Recognized

79%

+15 points

Likely to Stay

Rarely Recognized

70%



Frequently Recognized

75%

+5 points

What this means for a 500-person company:

80 more employees engaged • **75** more employees satisfied • **25** fewer planning to leave

Impact of Platform Usage

Comparing outcomes for employees who use Bucketlist monthly or more versus yearly or less.

Engaged

Low Platform Usage

54%



Frequent Platform Usage

70%

+16 points

Satisfied

Low Platform Usage

55%



Frequent Platform Usage

83%

+28 points

Likely to Stay

Low Platform Usage

54%



Frequent Platform Usage

76%

+22 points

What this means for a 500-person company:

80 more employees engaged • 140 more employees satisfied • 110 fewer planning to leave

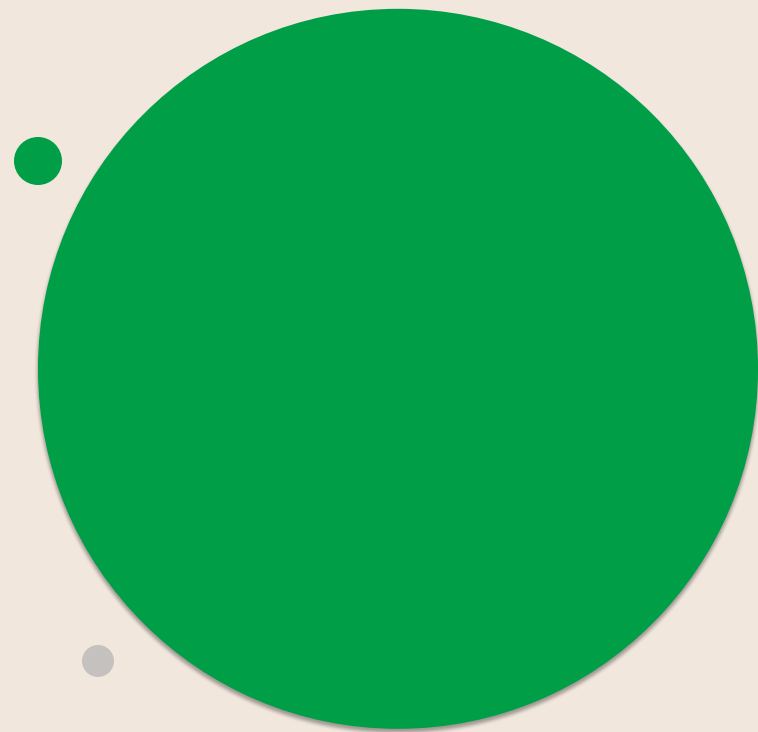
The Critical Nuance

Frequency alone has limitations.

-
- If recognition is **frequent but low quality**, you lose the potential ROI of your program.
 - Daily "thanks for your work" is not the same as recognition **tied to a meaningful contribution**.



Recognition Quality



Four Dimensions of Quality Recognition

We measured four dimensions of recognition quality. Each one independently predicts outcomes.

Authentic

It feels genuine, not obligatory or performative. Employees can tell the difference.

Fair

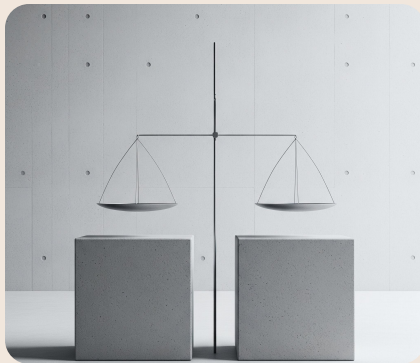
Recognition is distributed equitably — not just to favorites or visible roles.

Timely

It happens close to the moment, while the contribution is still fresh.

Personalized

It matches the employee's preferences — how they want to be recognized.



Impact of Recognition Quality

Comparing outcomes for employees who receive high quality versus low quality recognition.

Engaged

Low Quality Recognition

54%



High Quality Recognition

81%

+27 points

Satisfied

Low Quality Recognition

49%



High Quality Recognition

91%

+42 points

Likely to Stay

Low Quality Recognition

45%



High Quality Recognition

81%

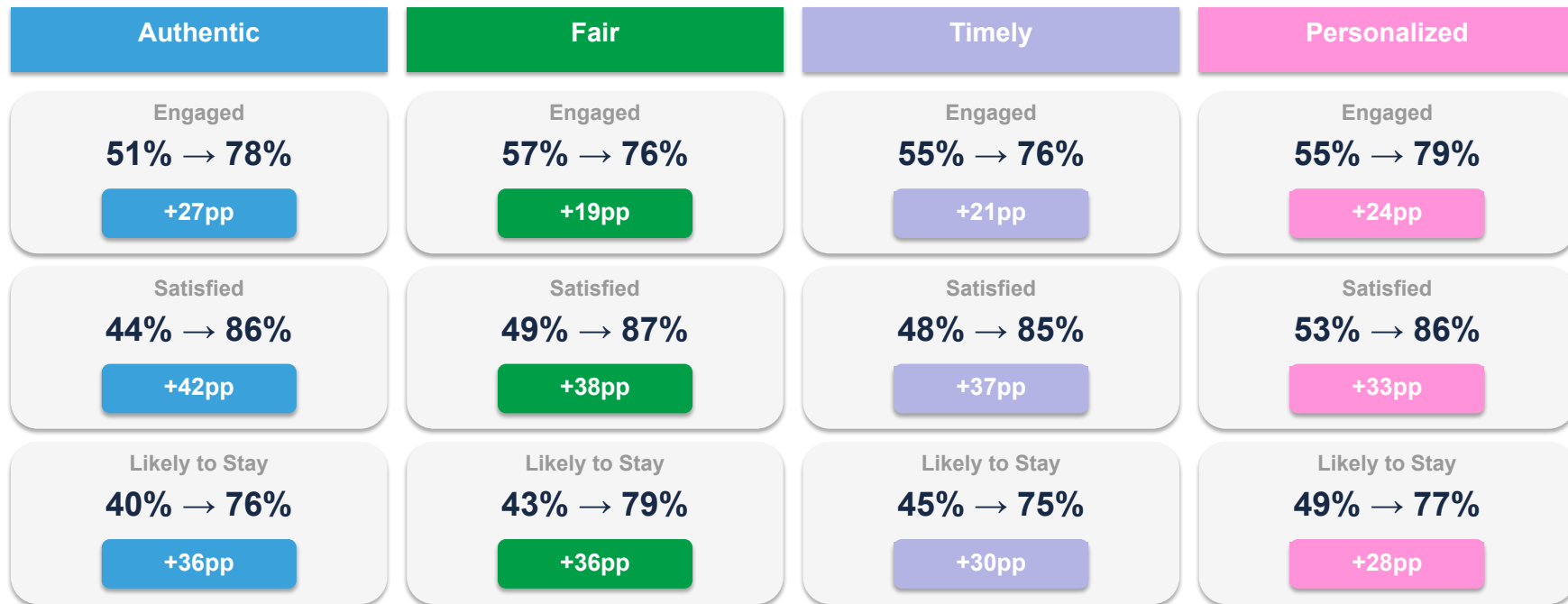
+36 points

What this means for a 500-person company:

135 more employees engaged • 210 more employees • 180 fewer planning to leave

Recognition Quality Drives the Biggest Outcomes

All four dimensions of quality independently predict engagement, satisfaction, and retention



Frequency Matters. Quality Multiplies.

Recognition frequency improves outcomes — but the real gains come when it's also high quality

Rarely Recognized

YEARLY OR LESS

+ LOW QUALITY

ENGAGED

53%

SATISFIED

45%

LIKELY TO STAY

41%

Frequently Recognized

MONTHLY OR MORE

72%

+19pp

82%

+37pp

76%

+35pp

Frequent + High Quality

HIGH QUALITY MONTHLY RECOGNITION

84%

+31pp

93%

+48pp

81%

+40pp

The Platform Makes It Happen

Active Bucketlist users report dramatically higher recognition quality across every dimension

AUTHENTIC

FAIR

TIMELY

PERSONALIZED

Infrequent Users

LESS THAN MONTHLY

55%

29%

58%

40%

↓ increase usage ↓

Active Users

MONTHLY OR MORE

90%

+35pp

72%

+43pp

87%

+29pp

80%

+40pp



Applying This to Your Organization

Self-diagnosis, early warnings, and ROI

Is Your Recognition Culture Healthy?

Key trends from top workplaces.

1 Is recognition regular?

Trend: Monthly-or-more recognition is the threshold where outcomes meaningfully improve.

3 Is it visible?

Trend: Visibility drives fairness, the key dimension for quality improvement.

5 Is tied to org values?

Trend: Recognition in 2026 reinforces behaviors that embody company values and culture.

2 Is it meaningful?

Trend: 72% of employees say recognition feels most meaningful when it's personalized.

4 Is it timely?

Trend: Leading organizations now deliver recognition in the moment, not at the end of the year.

6 Is it embedded in ops?

Trend: AI-powered recognition built into Slack/Teams with suggestions for timing, messages & automation.

Maturity Spectrum

Absent

No formal recognition. Culture signals are invisible.

Occasional

Infrequent and inconsistent participation.

Frequent

Regular recognition but quality varies widely.

Embedded

High-quality, frequent recognition built into daily operations.

Early Warning Signs of Culture Decline

Recognition patterns change before culture outcomes. Monitor these metrics to stay ahead.

Leading Indicators

(Watch these — they change first)

- ⚠ Declining recognition frequency
- ⚠ Declining recognition participation
- ⚠ Falling quality/authenticity scores
- ⚠ Decreasing fairness perceptions
- ⚠ Lower platform engagement

Lagging Indicators

(By this point, the problem is months old)

- Rising turnover
- Increasing turnover intentions
- Declining engagement survey results
- Disengagement / quiet quitting
- Loss of top performers



Track recognition data over time. It's your culture early warning system.

The Business Value of Recognition

Impact analysis for a 500-person organization

Retention Impact

81%

Likely to Stay

vs. 41% without recognition

High-quality and frequent recognition generates a **+40 percentage point** increase in employee likelihood to stay.

Employee Loyalty

200

More People Staying

across the organization

Conservatively, if only 10% of "at-risk" staff are retained, this prevents **20 departures** annually.

Cost Avoidance

\$1.1M

Annual Savings

in replacement costs

Based on SHRM data: replacing one employee costs 6–9 months of salary. Assumes \$75K avg salary & 75% cost.

Bottom Line: Even conservative retention gains save \$1.1M/year, excluding productivity and engagement boosts.

Strategic Next Steps for Recognition

Transform recognition from a perk into a high-impact cultural driver with these four pillars.

1 Implement a Recognition Program

Monthly usage is the critical threshold. Focus on onboarding, and building recognition habits.

Impact: Employee are +22% more likely to stay

2 Invest in Quality & Training

Train managers on authentic, personalized, and timely recognition. Avoid generic "automated" praise.

Impact: +27-36% better employee outcomes

3 Ensure Visibility & Fairness

Address the fairness gap. Use platform analytics to ensure equitable recognition distribution across teams.

Impact: -32% turnover intention with fair recognition

4 Measure Leading Indicators

Monitor participation and quality scores. These metrics predict cultural outcomes months in advance.

Insight: Data shifts before culture does



Culture doesn't change through
statements or policies.

**It changes through daily signals
about what the organization values.**

Recognition is one of the clearest signals you send.



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