

From Strangers to Stories:

Why Every Moment of
Recognition Counts

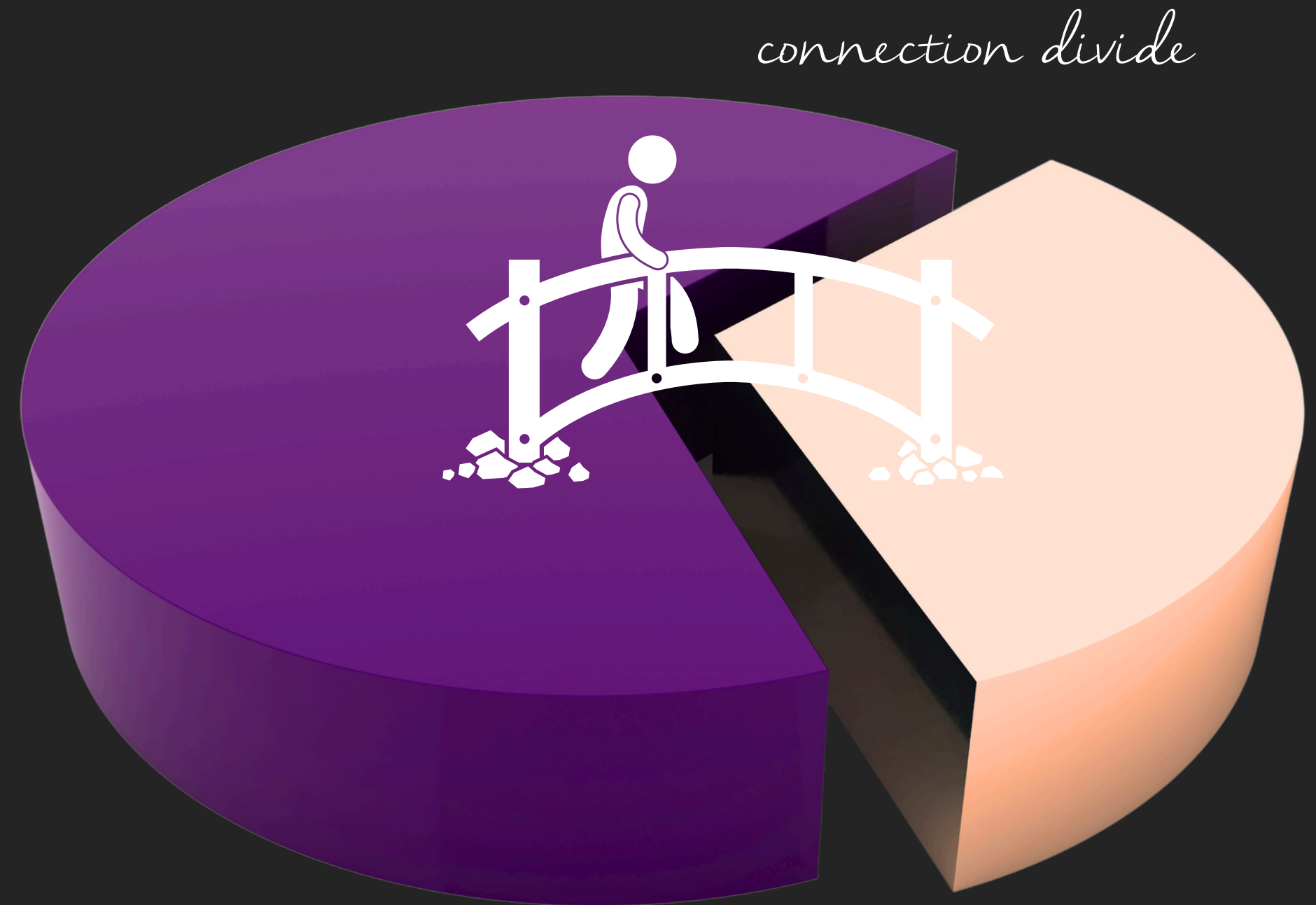
with *Sarah McVanel*

CANADA'S RECOGNITION EXPERT





More
recognition =
more *engaged*



Recognition.

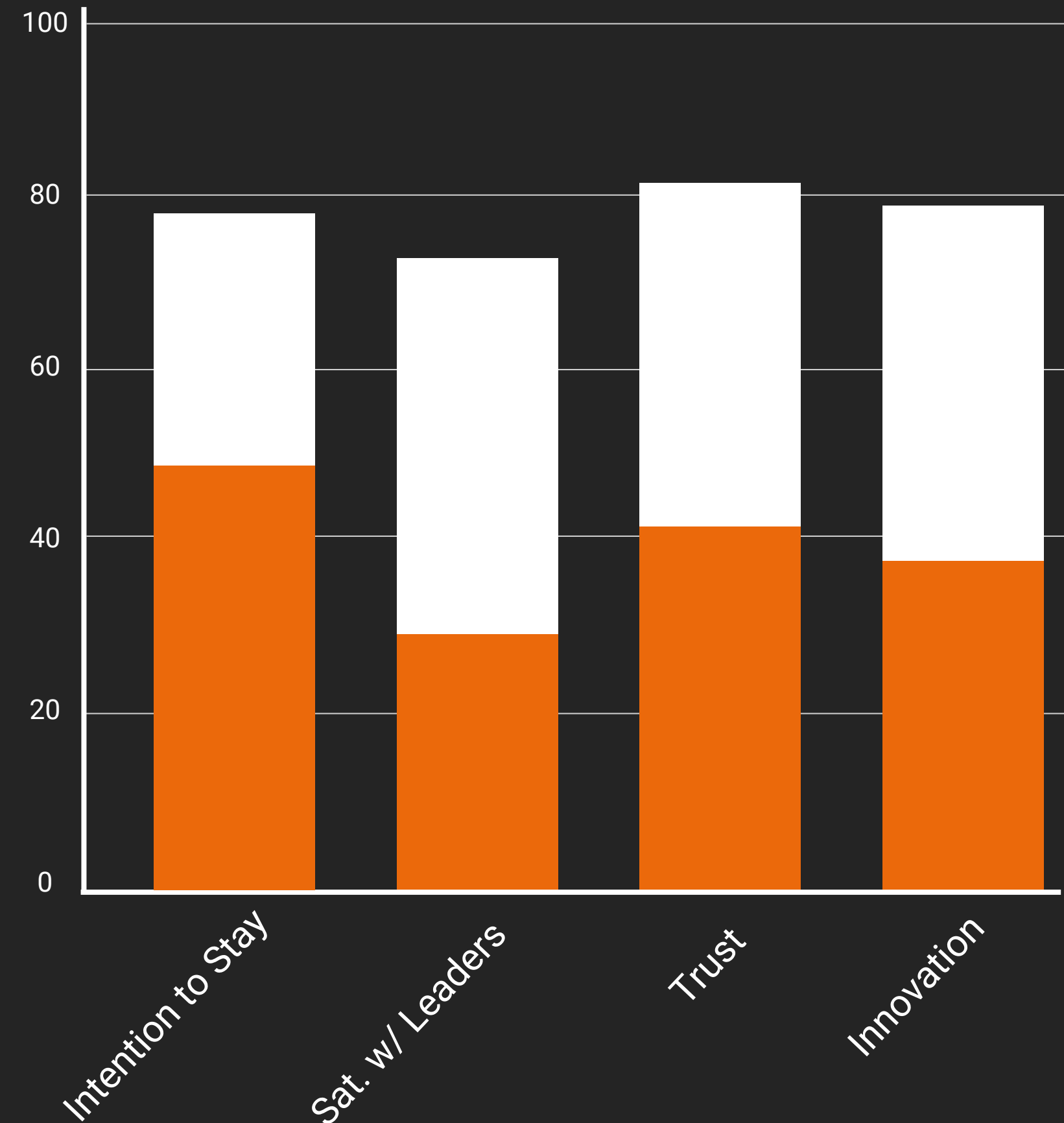
The global language.

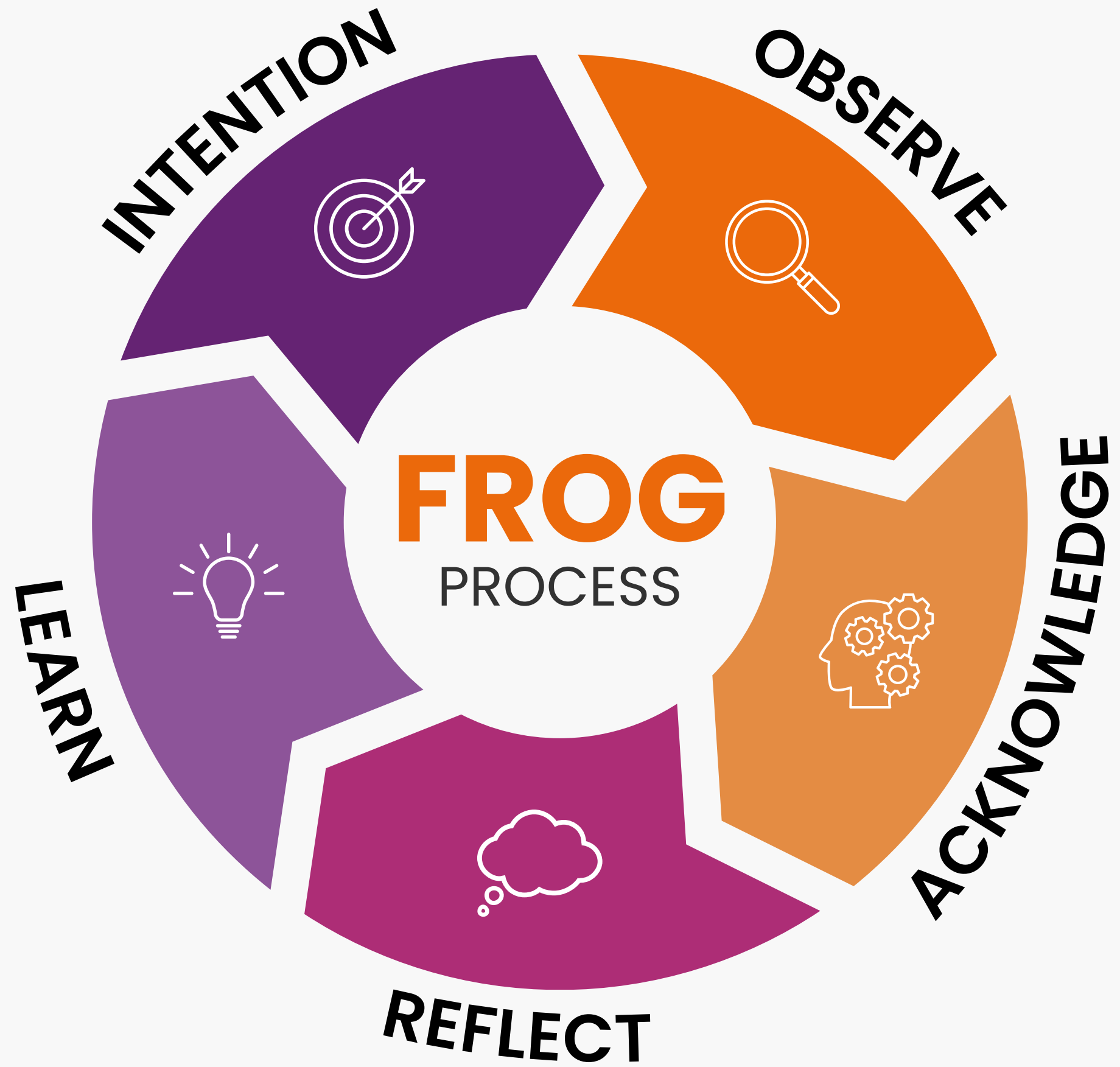




forever recognize others' greatness

More
recognition =
more *engaged*









What you focus on grows.
Look for more of what you hope to see more of.

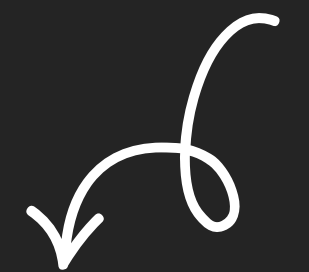


Nearly 30% of
workers have felt
invisible at work.





watch the video



TO GIVE OUT 200
COMPLIMENTS



Recognition
doesn't need
a reason.

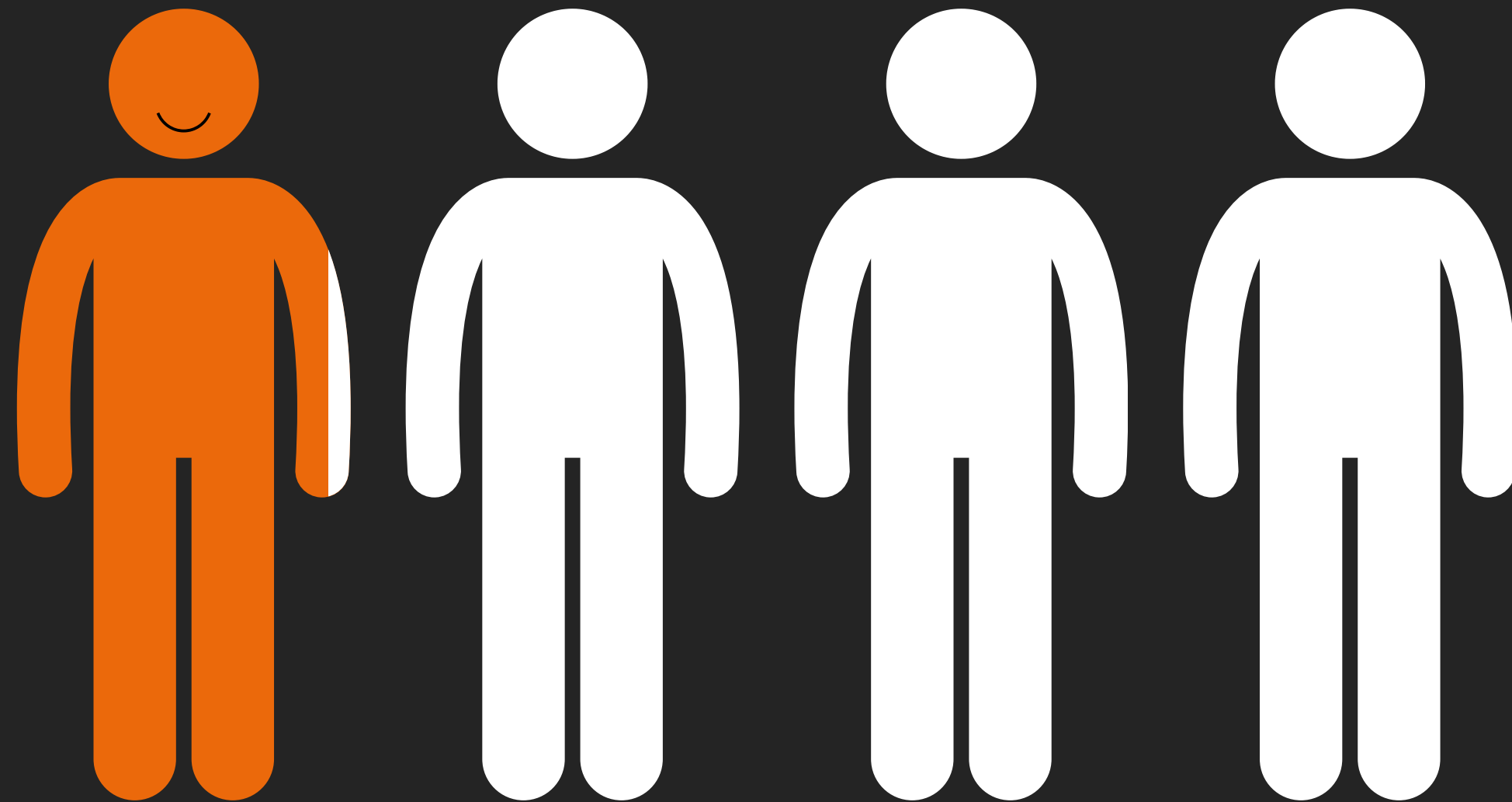
It creates one.





Recognition starts
with a **choice**:
*to slow down to see the
greatness already present.*

23% feel meaningfully **recognized** at work.



Brownies & downies

Good things happen over coffee



Brownies & downieS

Good things happen over coffee



Brownies & downieS

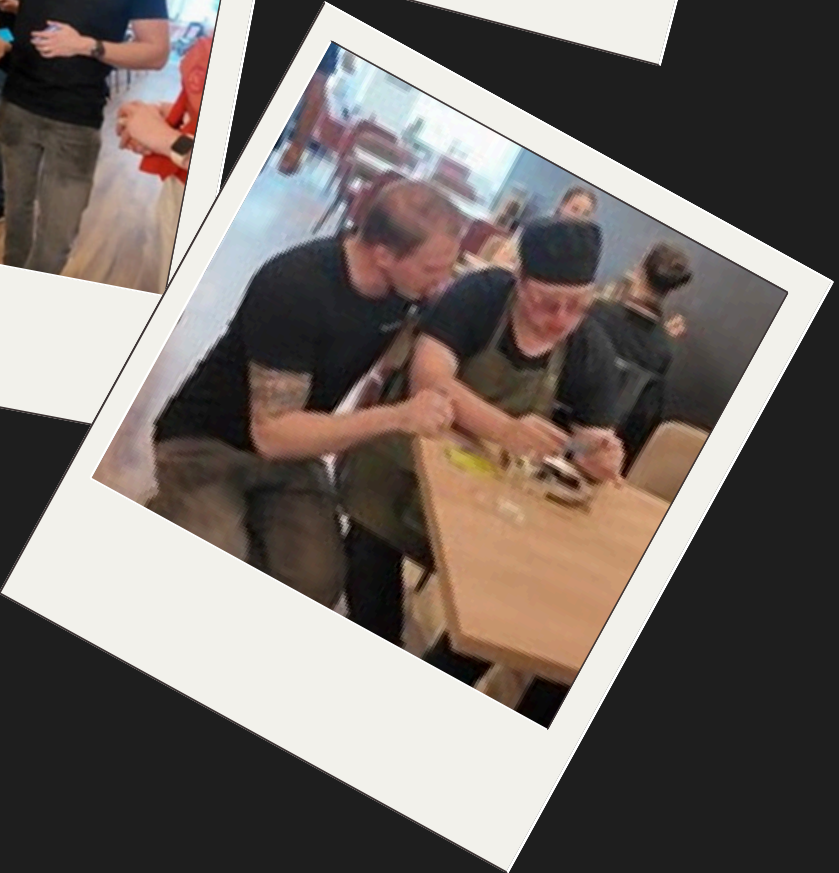
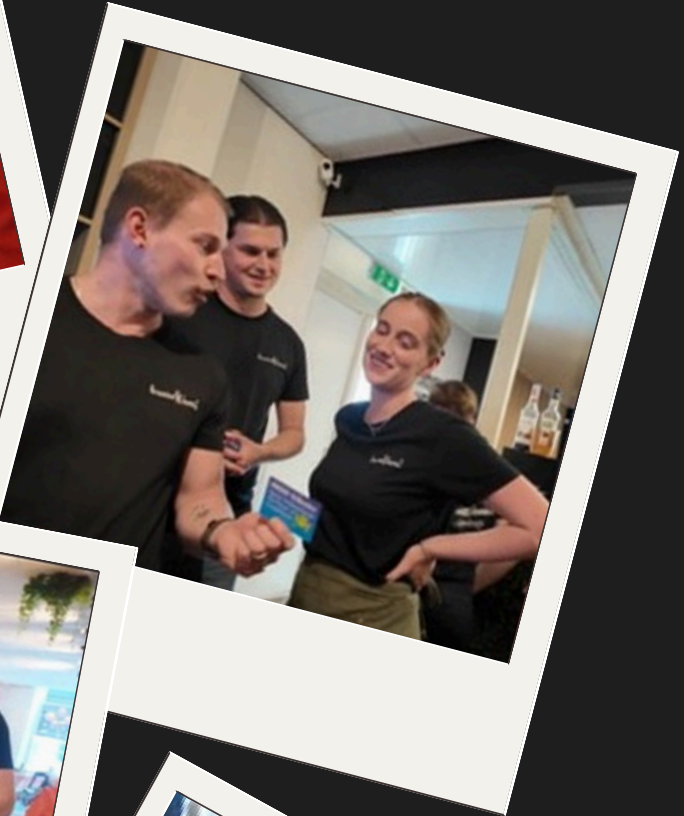
Good things happen over coffee



Meeting brothers & co-owners
Dom & Justin

Brownies & downieS

Good things happen over coffee



Recognition is
noticing ordinary
moments.

With extraordinary attention.



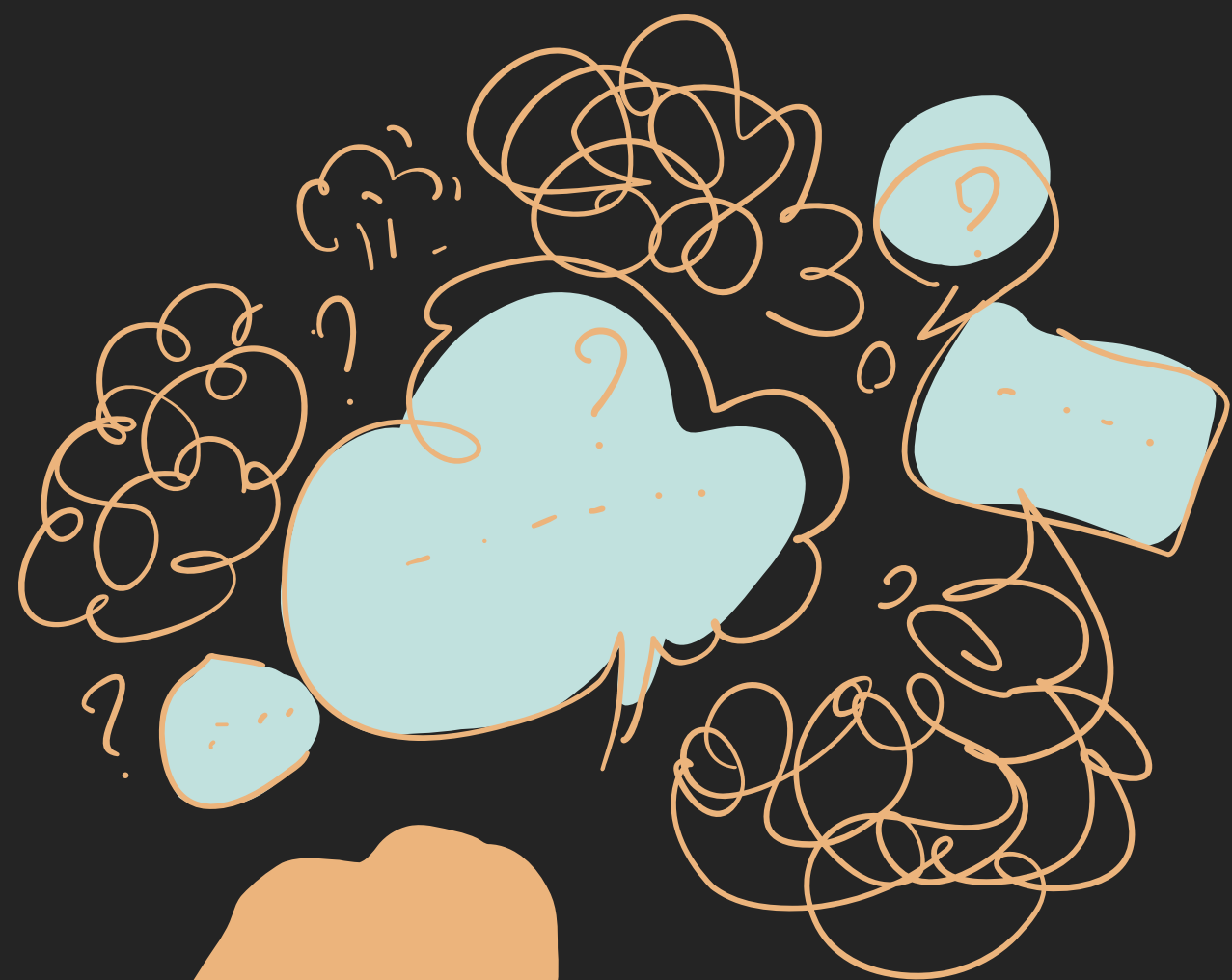
40% of employees experience
stress daily.





Recognition has the power
to **heal & help**:

*We don't even need to know
that it's **needed**.*



Every unspoken
compliment is
a story untold.

Let's share it regularly.



Recognition reminds people
of why they **matter**.
*Honour the **person** as well as their **performance**.*



When employees are **recognized** weekly, they are...

2.6x

more likely to
feel **productive**.

9x

more likely to
recommend their
company.

6x

more likely to
see a **long-term**
career.





Please be as kind to
yourself as you are to the
people you care for.

With love from 🇨🇦 🇺🇸 care providers #ThankFULLmovement @ThankFULLmovement





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Recognition is
the universal
language

Let's speak it fluently.



Above the Surface

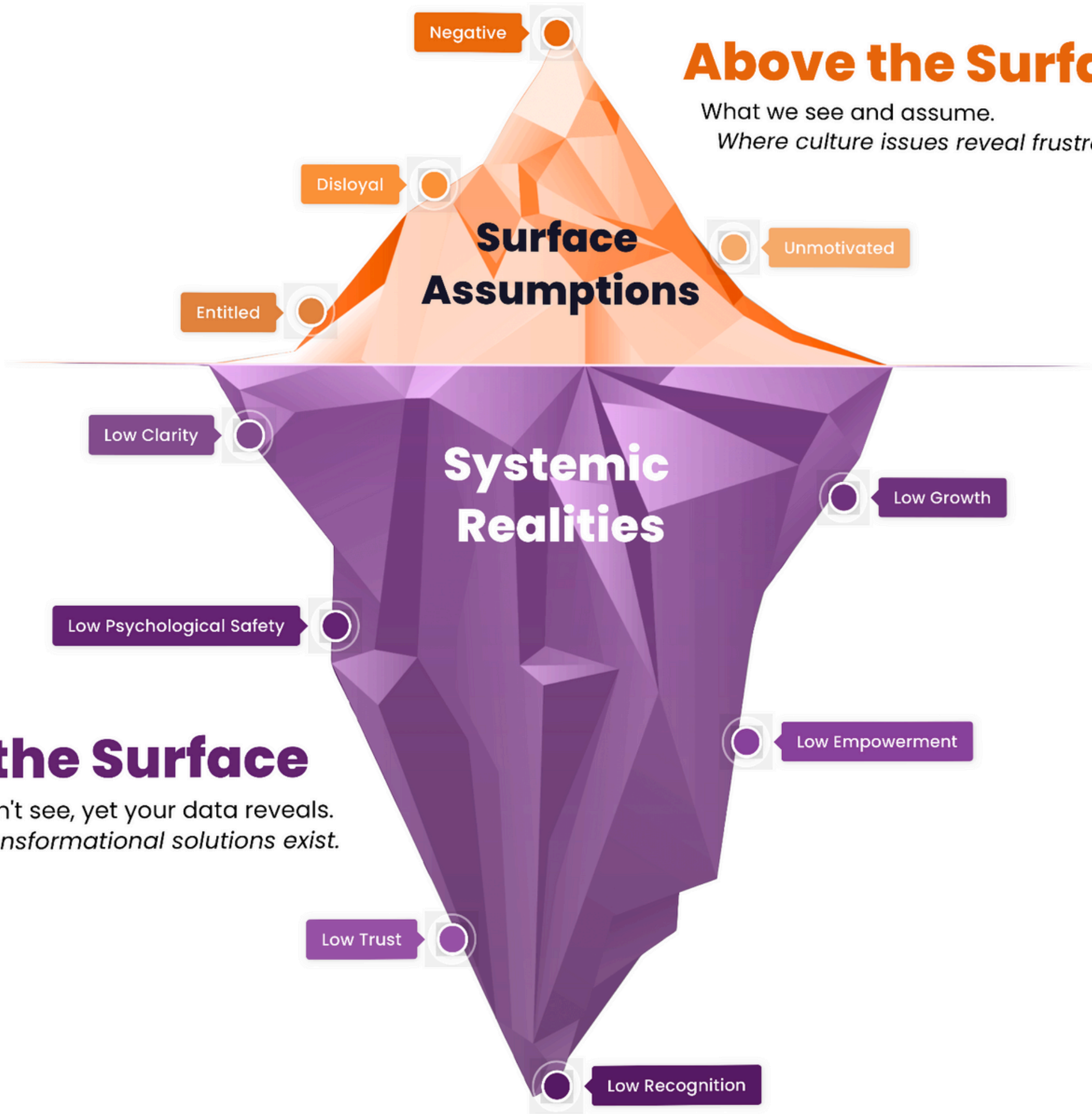
What we see and assume.
Where culture issues reveal frustrations.

Surface Assumptions

Systemic Realities

Below the Surface

What you don't see, yet your data reveals.
Where transformational solutions exist.



View the
interactive
model





When hesitant to leave/switch:

- Productivity falls
- Innovation declines
- Living standards stagnate
- Inequality rises
- Social mobility craters

Source: The Atlantic, Feb 2025

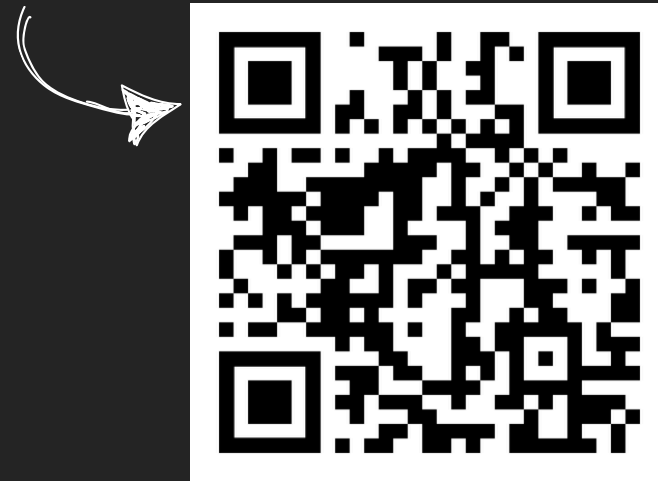
No one leaves because
they are too **valued**.

*Recognition is your **retention** superpower.*



Stay Interviews

Download questions



Why do you **stay**?



What you **value**



How to **retain**

Colleagues

Autonomy

Patients

Growth

Learning

Mentorship

Inclusiveness

Kindness

Security

Loyalty



Compliments
don't just
recognize effort.

They affirm identity.

The Recognition Divide

Fulfilled



4x as likely to be **engaged** at work.

VS



Less than 1/2 as likely to be looking for a **new job**.

VS



44% more likely to be **thriving** in their life overall.

VS

Not Fulfilled

8x as likely to be actively **disengaged**.



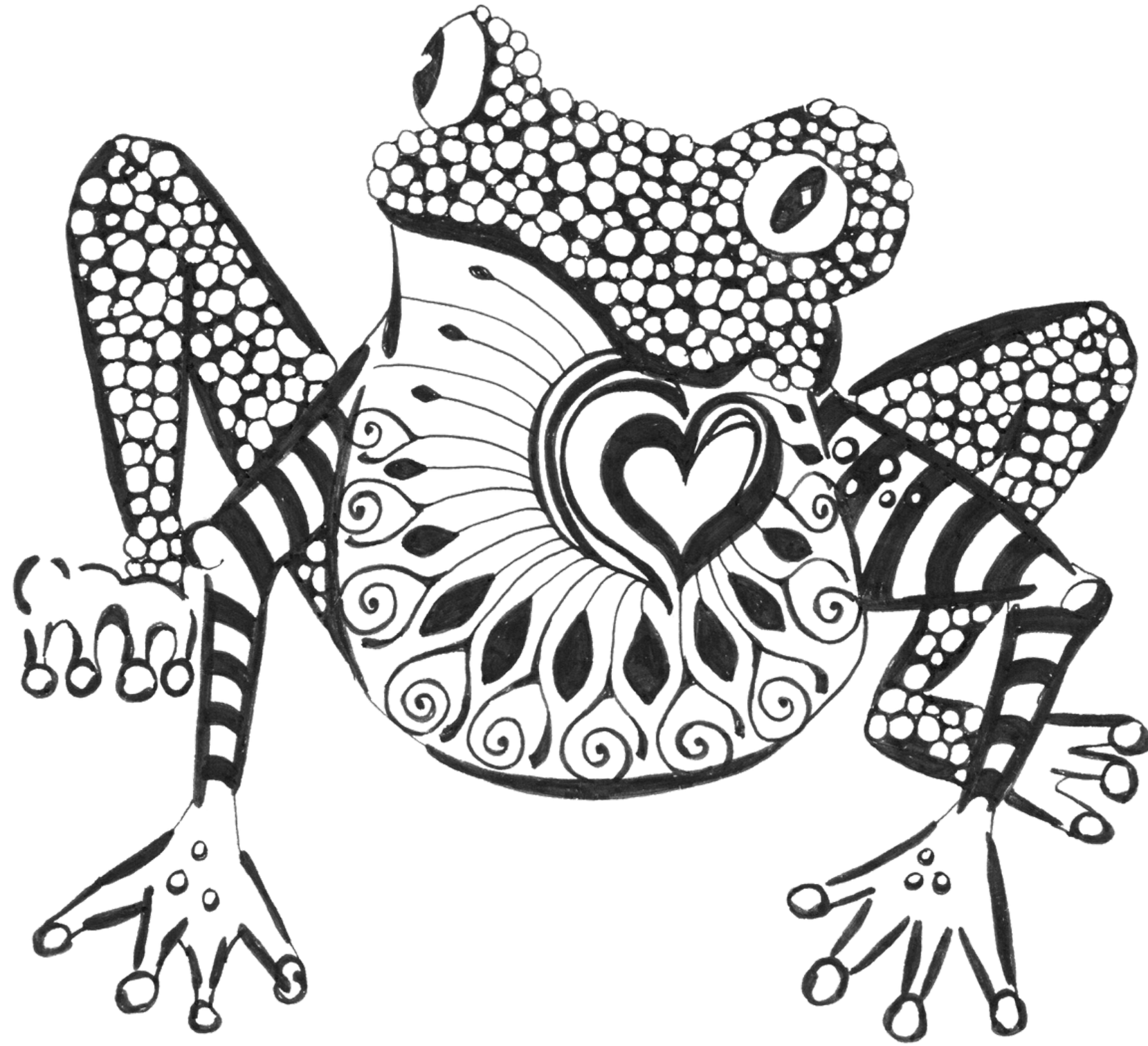
4x as likely to be **actively looking** for another job.



62% more likely to be **struggling** in their life overall.



This is 2022 data ... but do YOU think the story has changed?



Forever
Recognize
Others'
Greatness

Give Feedback Make an Impact

When 50%+ of the audience provides feedback, we donate on your behalf.



Vote Now

Vote

Choose which cause aligns with your values

Donate

We contribute on your behalf

Impact

Together, we make a difference

Sarah McVanel

Canada's Recognition Expert



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