



# HR Trends 2023

# 2023 Employee Engagement Trends

- Quiet quitting is still hurting productivity & profits post-COVID
- Creating a people-first culture is paramount to employee recruitment & retention
- Build strong onboarding programs & equip employees to be your best brand ambassadors on day one
- Reward talent frequently and make it known
- Bring mental wellness to the forefront
- Embrace work flexibility to attract and retain the best talent
- Encourage feedback with regular surveys and transparent summaries
- Consolidate rewards and recognition programs; making it fun and easy



Sources: SHRM, 2023 & Incentive Research Foundation, 2023

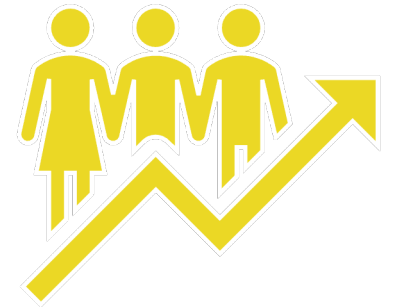


What Matters Now...

# People-First Culture

In 2023, we are looking at the rise of a people-first/culture-first decade in order to retain top talent. A people-first culture is when every individual feels cared for and respected by the people organization, starting from top-level to bottom.

- Publicly Recognize Employee Successes
- Build Strong Onboarding Programs
- Welcome Employee Feedback



*Source: Forbes, January 2023*

# Recognition

- Simplified access and information for your team
- Reduced manual processes and relief from duplicate entries
- Program consistency—one message, one platform
- Simplified program administration; fiscal accountability, budget visibility, and reporting
- Consolidated communication



Source: Inspirus, April 2022

# Workplace Wellness

Health has a direct correlation with the productivity and performance level of employees. Wellness became a focus in the workplace during Covid and is still in the spotlight in 2023.

- Supporting mental health
- Creative PTO policies
- Work from home
- Corporate culture and sense of belonging, feeling they contribute and are heard
- Corporate responsibility and giving back

## Embrace Flexibility

*75% of workers said they experience greater productivity at home, with fewer distractions, less stress from commuting, and fewer office politics.*

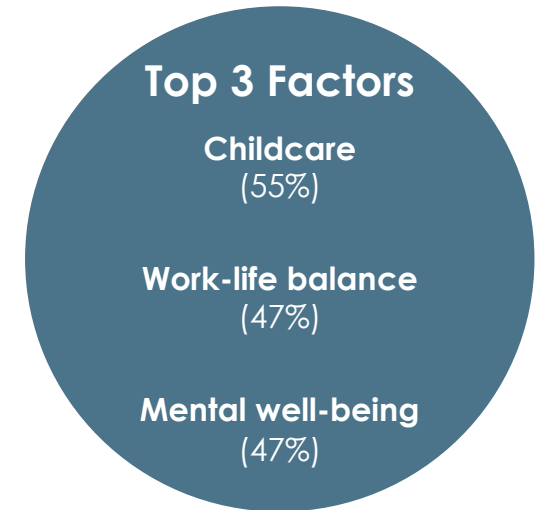
Source: LinkedIn, January 2023

# Flexibility

In 2023, HR professionals report they rely on hybrid working to recruit and retain talent.

Hybrid work addresses the top three factors contributing to burnout, turnover and absenteeism, citing a 38-hour work week as optimal for maintaining productivity.

Consider alternatives to the traditional 5-day, 40-hour work week.



Source: Wellable, January 2023

# Stewarding Brand Ambassadors

A brand ambassador is someone representing a company or its offerings, acting as the embodiment of the corporate identity through words and behaviors.

*An employee gets **561%** more engagement on a social message and/or post shared on social media than when the company shares the same information.*

- Birth brand ambassadors with strong welcome initiatives and ongoing onboarding development; building brand ambassadors that will trumpet corporate messaging, improve company culture, performance and retention and recruitment

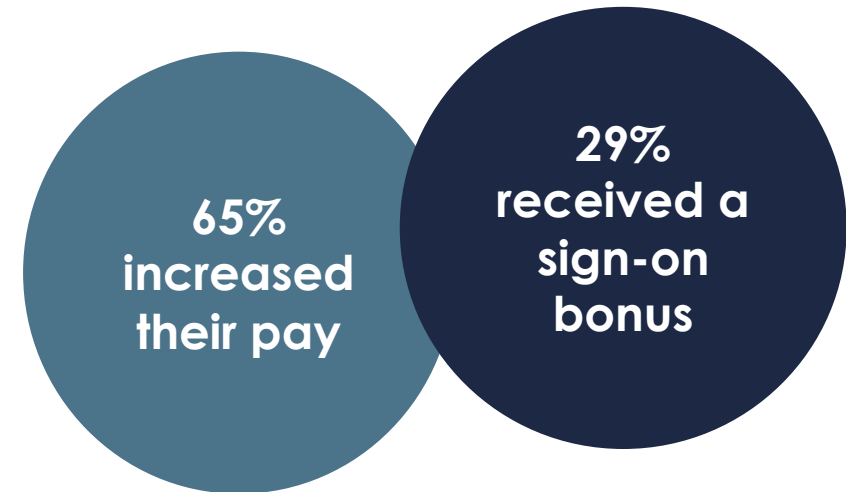


Source: LinkedIn, July 2022

# Wage Growth Expectations

Wage growth took off during the pandemic and remains high.

Recently hired workers in 2023 received higher salaries and bonuses.



Source: ZipRecruiter, June 2023

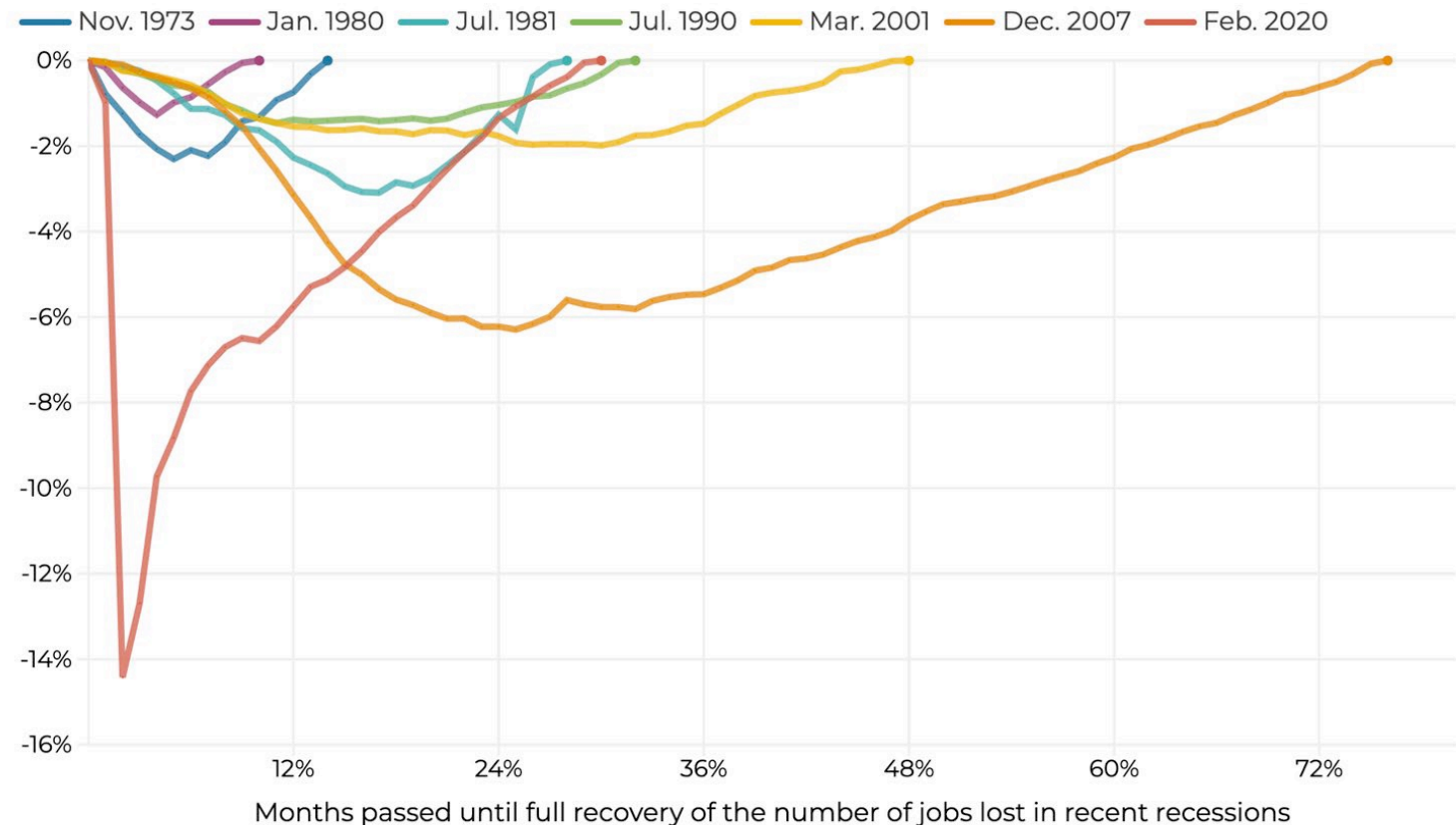


# Why Recognition Matters

# COVID-19: Swiftest, Deepest Recession in History

The pandemic recession was the swiftest, deepest economic downturn on record

**% change in payroll employment relative to pre-recession peak**



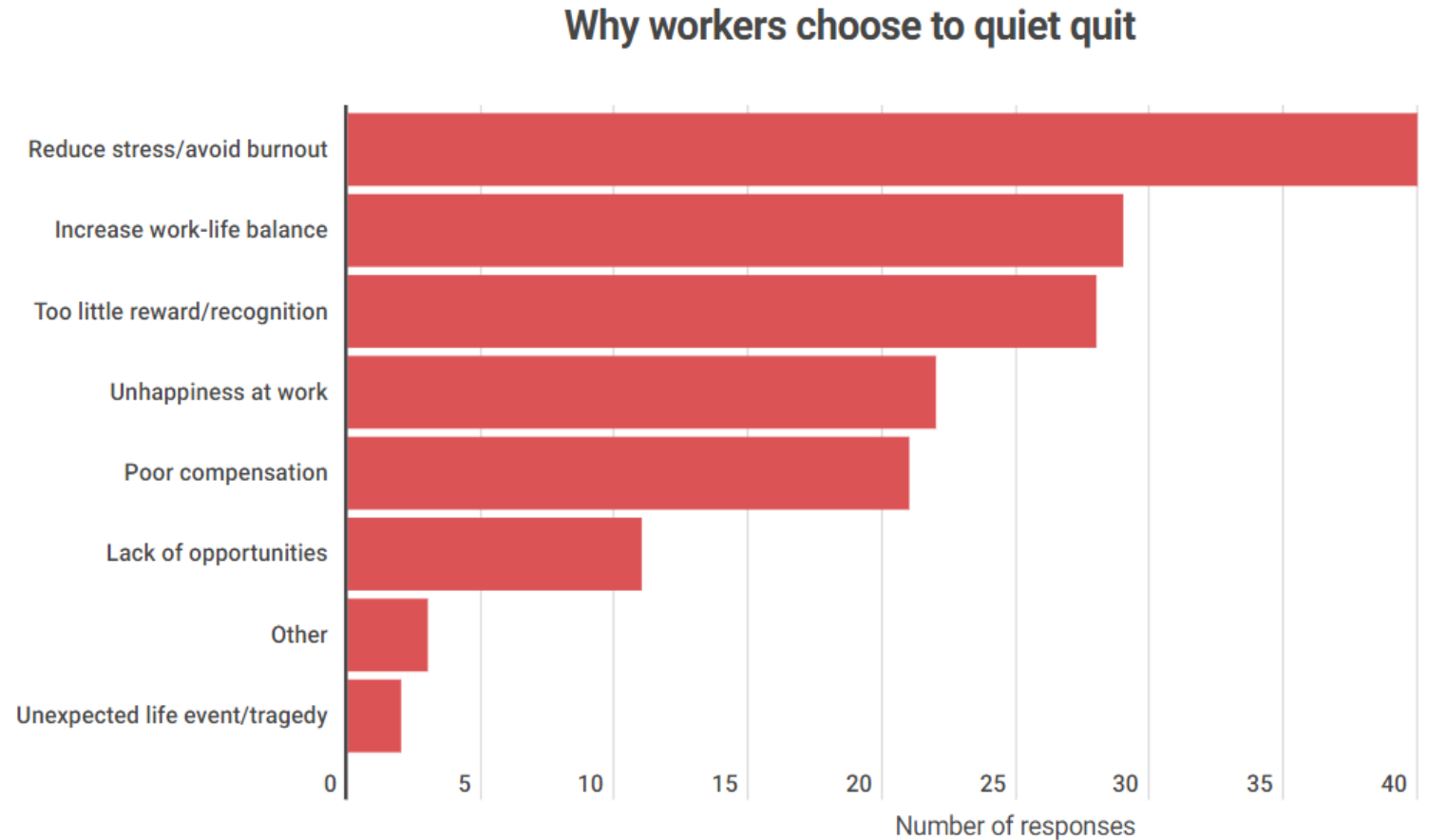
Source: U.S. Bureau of Labor Statistics, Current Employment Statistics

Source: ZipRecruiter, June 2023

# Quiet Quitting and the Pandemic

*Quiet quitting was a phenomenon brought out during the pandemic. Employees put their minimum effort to keep their jobs without devoting any extra time or energy to their roles.*

Quiet Quitting was most prevalent from March 2020 to April 2021.



Source: Gallup, January 2023

# The Continued Impact of Quiet Quitters

- Tempered Team Performance
- Negative Company Culture
  - According to SHRM, 60% of respondents whose organizations were experiencing quiet quitting pointed to the post-pandemic culture and an inability to maintain culture in a virtual environment.
- Lack of Teamwork
- Decreased Employee Morale
  - According to SHRM, 83% of HR professionals believe quiet quitting is decreasing employee morale in the workplace.



Source: Strategic Human Resource Management, January 2023

# Beware: Continued Causes for Turnover

## Unfairness

- *Diversity & inclusion*
  - *Sexual harassment*
    - *Stereotyping*
  - *Micro-aggressions*
- *"62% say they would have stayed if the company had taken steps to create a more positive and respectful work environment"*

## Lack of Growth Opportunities

## Flat Salaries

## Corporate Culture

## Managers & Leadership

## One-way communication

## Lack of employee recognition

Source: SHRM, 2022

# Cost of Replacing Lost Talent



Employers will need to spend the equivalent of six to nine months of an employee's salary in order to find and train their replacement



For a \$60,000 salary, it will cost the company anywhere from \$30,000 to \$45,000 to hire and train a replacement

Source: SHRM, 2022

# Where the Money Goes...

**67%**

## **Soft Costs**

Such as reduced productivity,  
interview time and lost knowledge.



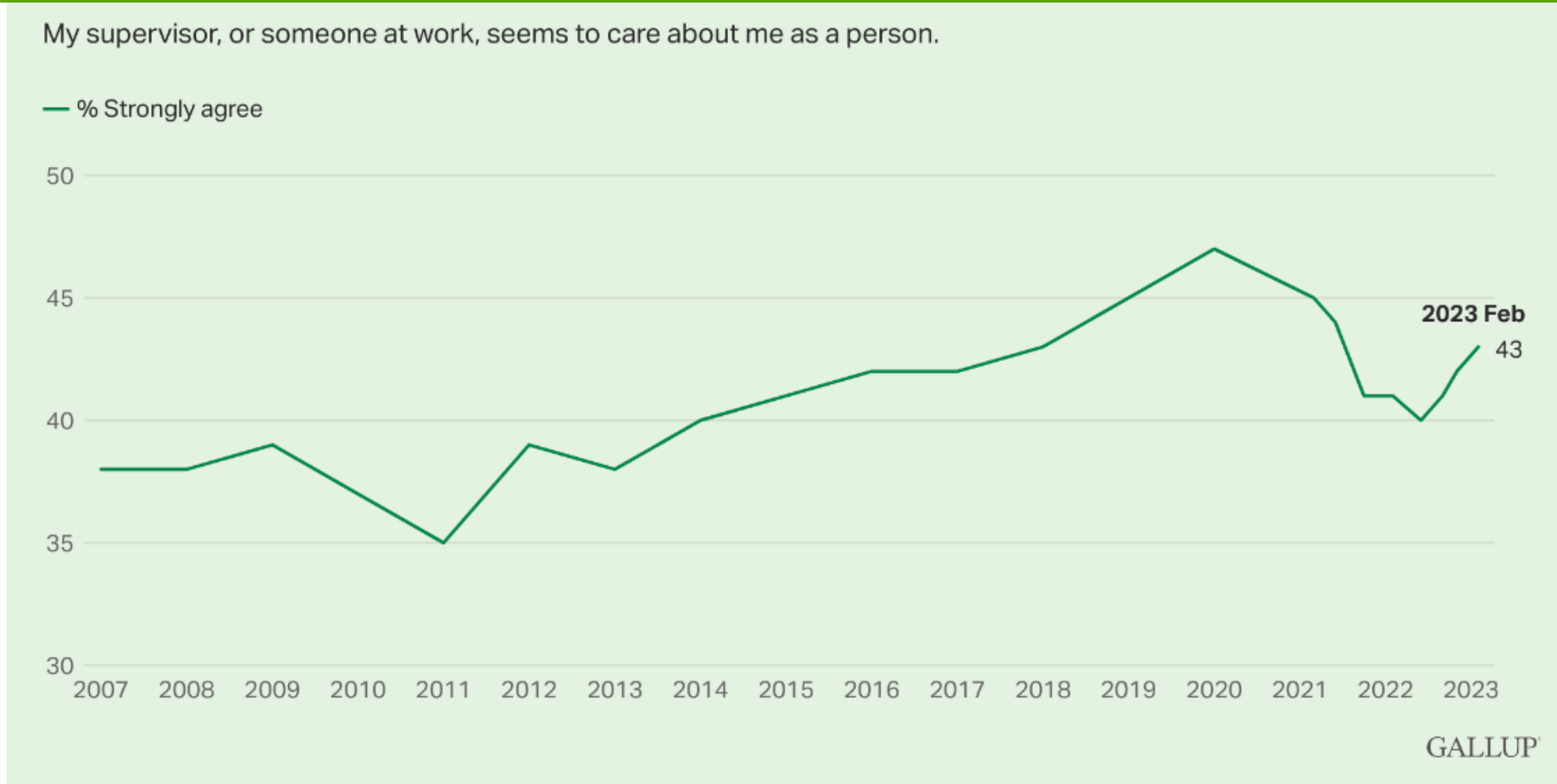
**33%**

## **Hard Costs**

Such as recruiting, background checks,  
drug screens and temp workers.

Source: Work Institute 2022

# Employees Want to Feel Valued



Source: Gallup, November 2022

# Why Recognition Matters...



**87%** of companies report employee recognition as having the largest impact on engagement



Companies with employee recognition programs boast a **31%** *lower* voluntary turnover rate

Source: LinkedIn, 2022

# Why Wellness Matters...



**51%** of employees say they're proudest to work at companies that promote flexibility and work-life balance



**47%** say they value companies that foster a welcoming culture



**46%** of professionals want to work for a company where they can make a positive impact on society

Source: LinkedIn, 2022

# How Much Should We Expect to Invest?

An average of 2% of payroll. Companies that make this level of investment are nearly three times as likely to rate their program as excellent, compared to companies that invest less than 1% of payroll.

Three quarters of all U.S. businesses leverage non-cash rewards for employee recognition programs, with 55% spending more than \$100 per employee and 25% spending in excess of \$300 per employee.

Sources: SHRM, 2023 & Incentive  
Research Foundation, 2023



Connect with us today to make the  
most of your team and talent!

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