



Incentive Marketing Association

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Supercharge Employee Engagement with Strategic Recognition

New White Paper Stresses Need for Individualized Appreciation

April 26, 2010 Naperville, IL – Having a recognition and rewards program tailored to the specific needs of individual employees is the best strategy for engaging employees in a post-recession economy, according to the findings contained in the latest white paper from the [Incentive Marketing Association's Recognition Council](#).

In the paper, [Pump Up Employee Engagement: Fuel Prosperity with Strategic Recognition](#), the Council highlights how the effects of the recession and the realities of workforce demographics have created a more complex set of employee expectations amid emerging job market trends.

“We have found that when recognition and reward programs provide employees with the kind of recognition that is most meaningful to them, they are not only more engaged but also are more likely to remain with a company than when they do not feel valued,” says Karen Renk, CAE, executive director of the [Incentive Marketing Association](#).

“Because today’s workforce is more diverse than ever and is recovering from the effects of being overstretched and under-rewarded, proving that employees are individually appreciated is the best way to engage them and to combat the very real threat of losing valuable talent during the recovery.”

Renk explained.

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The paper also highlights how the mosaic composition of today's workforce discredits a "one size fits all" approach to employee rewards and recognition. Today's workers have different needs and expectations but all want to be valued by employers.

This newest insight from the Recognition Council is being released in conjunction with a discussion of the data and findings at the Recognition Professionals International annual conference in Henderson, NV, April 24-28. It is also part of the continuing mission of the Recognition Council as the strategic industry group of the Incentive Marketing Association responsible for increasing awareness of how recognition and reward programs can help achieve better business performance. The complete paper is available on the Recognition Council's Web site at

<http://recognitioncouncil.org/resource/libraryc4.php#whitepapers>

The **Recognition Council** is a strategic industry group within the Incentive Marketing Association (<http://www.incentivemarketing.org>). The Council's purpose is to educate and promote the benefits of recognition and rewards to the worldwide business community. More information about the Recognition Council is available at www.recognitioncouncil.org.