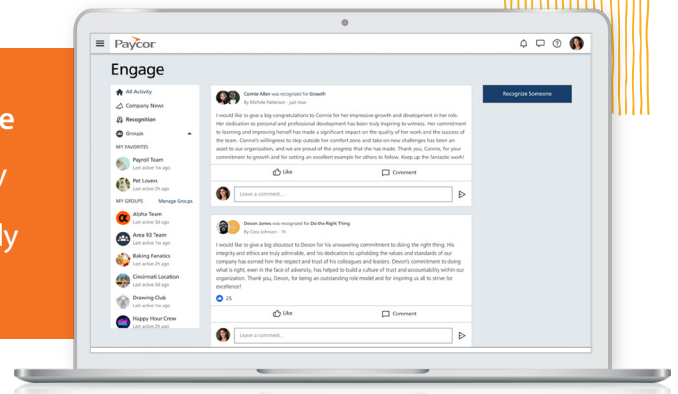


Spreading Cheer: How Paycor Ignited Employee Engagement and Recognition with Our Own Platform



Recognition is a top driver of employee engagement. When employees believe they will be recognized, they are 2.7x more likely to be highly engaged.



The Challenge:

Fostering Connection in a Dispersed Workforce

At Paycor, we understand the challenges of maintaining a vibrant company culture and high employee engagement, especially with our Virtual First, largely remote workforce. In today's fast-paced business environment, where employees are often juggling multiple priorities and working remotely, it can be difficult to foster a sense of connection and appreciation. **We wanted a solution that would not only boost employee morale but also reinforce our core values and create a culture of recognition.**

The Solution:

Paycor's Recognition Tool and the Spreading Cheer Campaign

We turned to our own innovative Recognition Tool to address these challenges. The tool, designed to simplify and amplify employee recognition, became the centerpiece of our 2023 two-month Spreading Cheer campaign.

In November, the campaign emphasized giving back to our communities, while December focused on recognizing and appreciating Paycor employees. **This strategic approach ensured that the campaign resonated with employees throughout the holiday season, fostering a sense of shared purpose and camaraderie.**



How Spreading Cheer Worked

We encouraged employees to recognize their colleagues up to three times per day using the Recognition Tool. **Each recognition earned entries for both the giver and the receiver** into daily drawings for exciting prizes, ranging from gadgets like Apple Watches and MacBooks to experiences like shopping sprees. To ensure fairness and broad participation, we used a random number generator to select winners, while also considering the quality and meaningfulness of the recognitions.

The Results:

A Groundswell of Appreciation and Engagement

The results of the Spreading Cheer campaign were remarkable. Within just 10 days in December, **Paycor employees sent an astonishing 4,612 recognitions through the platform.** This surge in recognition activity far surpassed previous levels, with “only” 1,917 recognitions in November and 1,657 in October. **The campaign not only amplified recognition but also drove significant employee engagement.** Our internal communication platform, The COR, saw a notable increase in active users and page views during the campaign period.

But the impact of Spreading Cheer extended beyond the numbers. **Employees reported feeling more appreciated, connected, and engaged with their colleagues and the company.** The campaign’s success was a testament to the power of recognition in fostering a positive workplace culture.



Key Takeaways for HR

The Spreading Cheer campaign offers **valuable insights for HR departments** — even departments of one! — seeking to enhance employee engagement and recognition within their own organizations. **Valerie McCarthy, Sr. Manager, Internal Communications at Paycor** says it best, *“The Spreading Cheer campaign is such a strong tie to organizational culture because it is linked to the Guiding Principles that Paycor values most.”*

Use Technology

Paycor’s Recognition Tool streamlined the process of recognizing and appreciating employees, making it **easy for everyone to participate.**

Create a Themed Campaign

The Spreading Cheer campaign’s focus on giving back to the community and employees resonated deeply, **fostering a sense of shared purpose.**

Encourage Frequent Recognition

By promoting daily recognitions, Paycor created a culture where **appreciation became a regular practice, not just an annual event.**

Make it Fun and Engaging

The campaign’s events and gift giveaways added an **element of excitement and anticipation, further boosting participation.**

A Call to Action for a More Engaged Workforce

Our experience demonstrates that it’s possible to create a true culture of recognition and appreciation. By using the right tools and strategies, HR practitioners can unlock the full potential of their workforces, leading to increased engagement, improved morale, and a stronger company culture.

If you’re ready to transform your workplace into a more positive and engaging environment, **contact Paycor today to learn more** about how our Recognition Tool can help you achieve your goals.

Want More Information? [Contact Sales](#)