



11 ACTIVITIES TO REINFORCE ENGAGEMENT IN 2026: CULTURE PLAYBOOK

Authors:

Anne-Sophie Bolduc

Jay Kiew

www.altrum.com/recognition/



The Change
Fluency™ Co.



1. CULTIVATE CONTRIBUTION OVER PARTICIPATION

Stop counting heads in meetings. Start measuring impact.

Engaged employees don't just attend, they innovate, problem-solve, and move the needle. Create spaces where ideas matter more than attendance. Where quality wins over quantity. Where people feel their work makes a difference.

Example: Replace one-hour weekly meetings with project sprints or cross-functional brainstorming sessions. Assign "ownership" moments where individuals can contribute ideas that directly shape outcomes.

Quick Tip: Track impact through micro-metrics: number of implemented ideas, cross-team collaborations, or problem-solving sessions, rather than just attendance.



2. HOLD **REAL CONVERSATIONS**, NOT JUST MEETINGS

Forget lifeless status updates. Replace them with gatherings where people feel heard.

- A 15-minute stand-up.
- A walk-and-talk.
- A casual Friday huddle.

Example: Tech companies like Spotify have “pulse huddles” where employees discuss wins and challenges in under 20 minutes. This creates visibility, connection, and quick problem-solving.

3x

Employees with managers who regularly check in are more likely to be highly engaged (Gallup, 2022).

3. GIVE EMPLOYEES **A VOICE**, AND ACT ON IT

Feedback is meaningless if it disappears into a black hole. Pulse surveys, anonymous submissions, brainstorming sessions—all count. But only if you act on them.

Example: Implement an anonymous suggestion board and commit to monthly follow-ups, highlighting actions taken based on input.





Case Study: ALDO Group



ALDO modernized its recognition program with Altrum's Celebration platform. Before: slow, manual, inconsistent. After: automated, equitable, visible.

Impact:

- Reduced manual work
- Consistent recognition across locations
- Improved employee satisfaction and participation

"It's affordable, smooth, simple, and efficient. A solution like Altrum's really simplifies everything while still offering employees a choice." – Cassandra Warren, Senior Manager, Corporate Creativity, Events & Recognition

4. RECOGNITION THAT'S **FAST, FREQUENT, AND HUMAN**

Recognition isn't a yearly gala—it's instant, personal, and peer-driven.

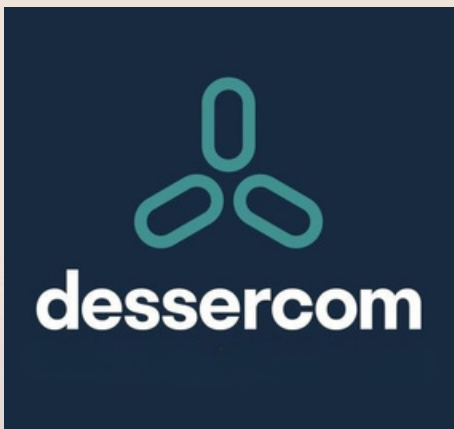


- Teams shoutouts
- Manager thank-you notes
- Digital platforms making celebrating easy

The Data Behind Recognition:

- Employees are 2.7x more likely to be highly engaged when management recognizes them (Quantum Workplace, 2021).
- Only 35% of employees receive recognition weekly or monthly (Quantum Workplace, 2021).
- Low engagement costs \$550B/year in lost productivity (Gallup, 2023).

Example: Create a “kudos corner” in your team chat where employees recognize peers in real-time for specific achievements.



Case Study: Dessercom

- **+27%** in recognition lever
- **+24%** boost in employee-manager relationship index
- **+18%** engagement increase
- **9%** turnover rate

Recognition can be built around daily operational realities, even in high-stress environments.

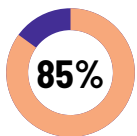
5. CAREER PATHS, NOT DEAD ENDS

Millennials and Gen Z leave when growth stalls. Career development isn't optional—it's expected. As entry-level opportunities narrow and the bottom rung of the career ladder continues to erode, companies must rethink how they nurture and promote internal talent.

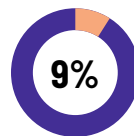
- Mentorship programs
- Visible advancement pathways
- Training opportunities

Example: Offer rotational programs where employees can spend 3-6 months in another department to learn new skills and expand their network.

The Numbers:



of employees are not engaged or actively disengaged at work. (Gallup, 2023)



of global GDP (\$8.8T/year) is lost due to disengagement (Gallup, 2023)

Employees need to see the future - they want to know their effort leads somewhere.



6. AGILITY OVER RIGIDITY



Flexibility isn't a perk anymore. It's baseline.

- Hybrid models
- Flexible hours
- Project-based freedom

Example: Let employees swap shifts, work from anywhere for a week, or select projects that match their skills and interests.

Quick Tip: Include flexible work goals in performance reviews, trust and autonomy are powerful motivators.

7. FEEDBACK LOOPS THAT ACTUALLY WORK

Feedback isn't a yearly ritual. It's a constant rhythm: ask, adjust, improve, repeat.

Example: Use quick bi-weekly pulse surveys with 3-5 targeted questions and share results with the team in under 48 hours. Show how the feedback is driving change.

Employees engage when they see tangible change from their input.



8. EQUIP MANAGERS TO LEAD WITH EMPATHY

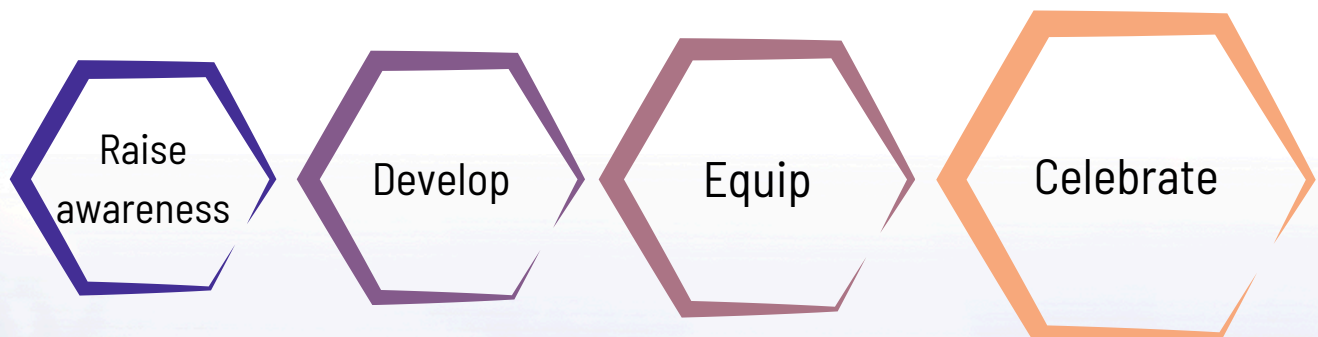
Managers set the culture. In an era where leaders must **orchestrate both human and digital contributors**, empathy and adaptability have become the most critical managerial skills.

- Invest in listening, recognition, and motivation skills
- 30-minute weekly modules can transform leadership behavior
- Measure leadership effectiveness, not just completion of tasks

Case Study: **Orange Program**

- Asynchronous, operational-friendly learning
- Immediate application of skills
- Measurable improvement in leadership effectiveness

Example: Pair empathy training with recognition tools so managers can give personal, relevant acknowledgment immediately.



9. CELEBRATE MILESTONES BIG AND SMALL

Not just promotions.

Celebrate:

- Tough sprint completions
- Year-end survival
- 100-day work anniversaries

Example: Set up a team “wins board” where every milestone is visible, from closing a tough client deal to surviving a chaotic project week.



Case Study: Nortera



Nortera used the Orange Program to strengthen recognition across 3,000+ employees:

- Managers recognized employees more frequently
- Training was practical and short
- Organizational culture shifted toward appreciation

"This training pushed me to think about the importance of recognition. I now take the time to get to know each member of my team individually." – Benoît, Logistics Manager

10. CREATE PEER-TO-PEER RECOGNITION MOMENTS



Top-down recognition isn't enough.

- Gen Z thrives on community vibes
- Millennials value authenticity and transparency
- Peer-to-peer moments build connection and engagement organically

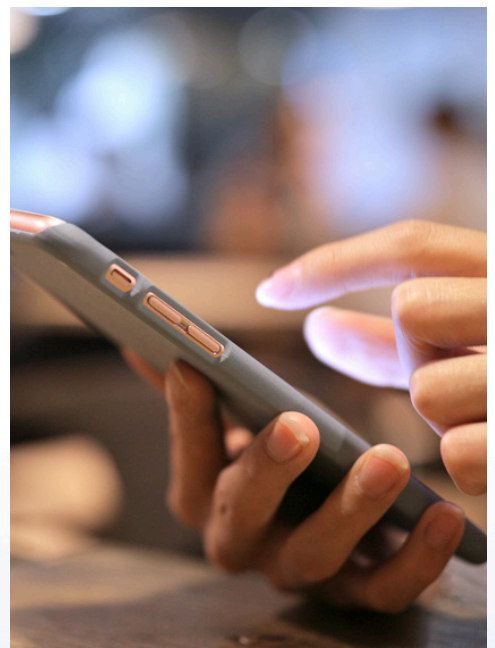
Example: Launch a “Peer Star of the Month” initiative where colleagues nominate each other based on concrete contributions, not popularity.

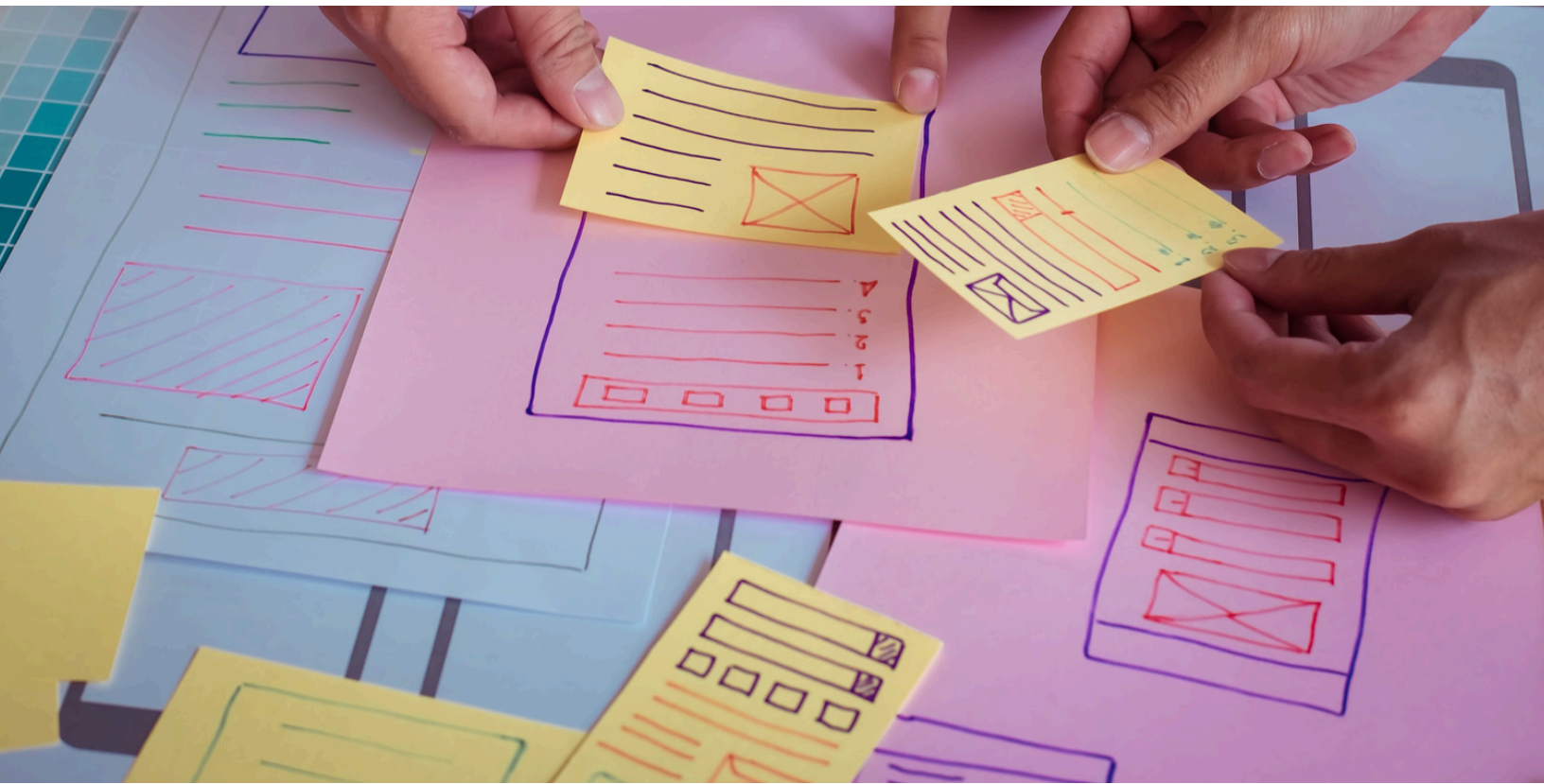
11. TECH-POWERED ENGAGEMENT CHECKS

Leverage pulse surveys and AI chatbots to capture real-time employee sentiment. As [digital coworkers reshape the modern org chart](#), AI tools are becoming not just assistants—but vital connectors that keep culture and engagement alive across distributed teams.

- Quick
- Mobile-friendly
- Anonymous

Example: Integrate pulse surveys into Slack or Teams, allowing employees to answer in under 30 seconds and see immediate, anonymized trends.





Not posters on the wall. Not slogans. Culture is how people experience your company daily, through trust, transparency, and daily recognition. Shape it actively, or it shapes itself.

11. TECH-POWERED **ENGAGEMENT CHECKS**

Recognition is strategic, not soft. Structured programs yield measurable ROI:

- **Engagement:** +15-27% (Quantum Workplace, 2021)
- **Retention:** turnover as low as 9% (Dessercom)
- **Employee-manager relationship:** +24% (Dessercom)

Fast. Frequent. Human. Embedded. That's recognition that works.

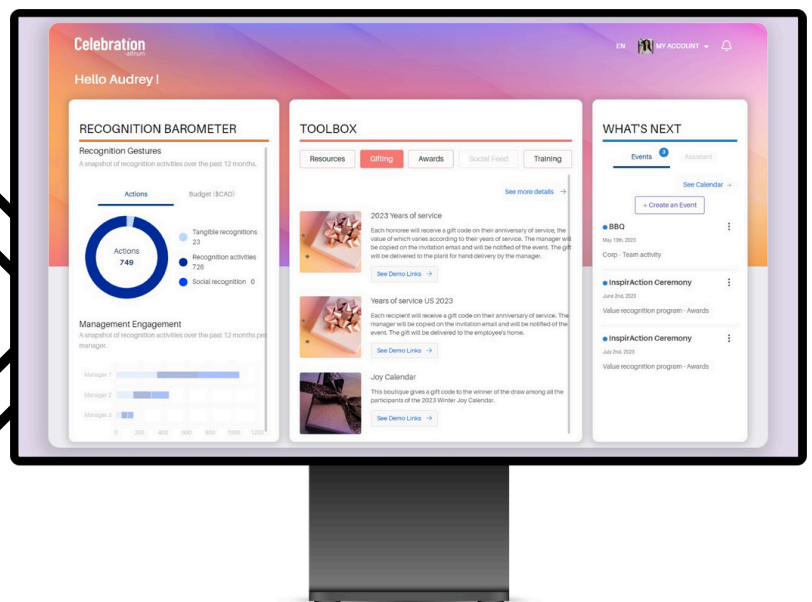
CLICK ON THE SECTIONS BELOW TO LEARN MORE ABOUT CELEBRATION

Benefit from turnkey gift management

Encourage peer recognition

Equip your managers so they can do daily recognition

Measure your recognition efforts





APPENDIX

Tools and resources to help you prepare for the presentation of your recognition project and convince your senior management.

APPENDIX 1

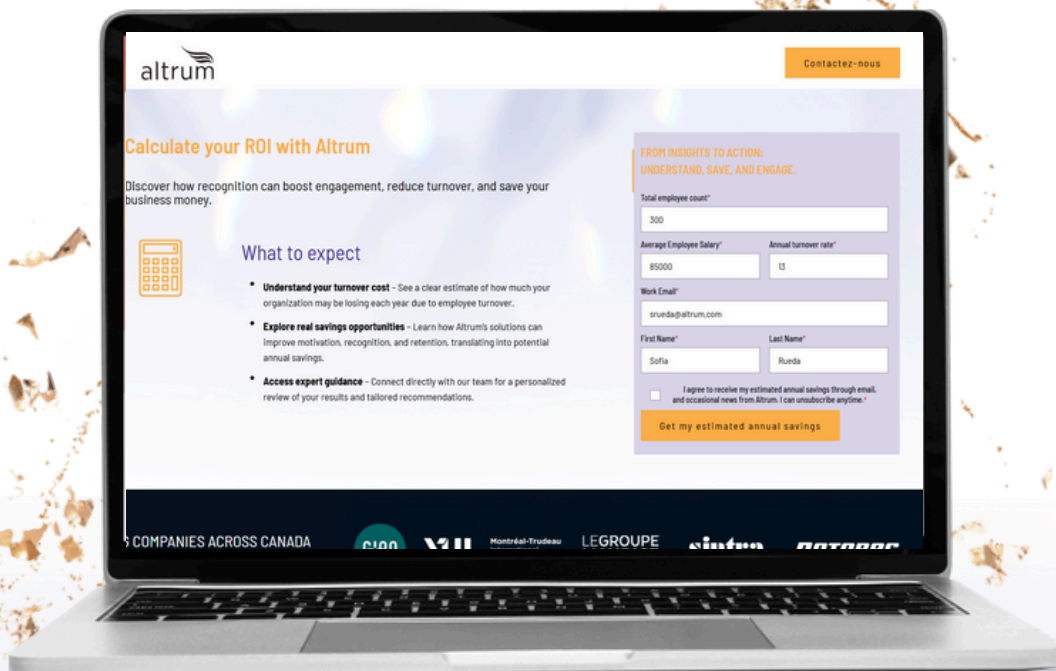
ROI Calculator

Discover how recognition can boost engagement, reduce turnover, and save your business money.

What to expect:

- Understand your turnover cost – See a clear estimate of how much your organization may be losing each year due to employee turnover.
- Explore real savings opportunities – Learn how Altrum's solutions can improve motivation, recognition, and retention, translating into potential annual savings.
- Access expert guidance – Connect directly with our team for a personalized review of your results and tailored recommendations.

[Click here to calculate your Celebration ROI](#)



APPENDIX 2

Pre-filled Celebration Presentation Template

Discover our free presentation template designed specifically to facilitate the preparation of your Celebration recognition platform presentation to senior management. This template offers a comprehensive, professional structure, while being fully editable and modifiable to your specific needs. It allows you to highlight the platform's key features, illustrate its benefits and present relevant data in a clear and convincing way.

To obtain your template, click the address below or copy it into your Internet browser.

[Access Presentation Now](#)



APPENDIX 3 :

Your checklist to prepare for your meeting with top management

ADMINISTRATIVE

- ☐ Is the agenda included?
- ☐ Have you obtained and verified all the necessary facts to support your argument?

PREPARATION FOR THE MEETING

- ☐ Are you confident in your arguments?
- ☐ Have you obtained and verified all the necessary facts to support your argument?
- ☐ What are your top 3 arguments?

- ☐ Are you familiar with the main HR challenges of your company?
- ☐ What types of objections could you receive regarding your project?
- ☐ Are you prepared to respond to these objections?
- ☐ Who are the stakeholders involved in the implementation of your recognition program?
- ☐ Are you aware of possible alternatives to workplace recognition?
- ☐ If yes to the previous question, have you evaluated them?
- ☐ Have you discussed financial aspects with recognition specialists?

APPENDIX 4

Examples of study cases

How Buropro Gestion Successfully Integrated Recognition Into Its Management Practices



Context: Buropro Citation is a unique concept for its clientele, offering stationery, books, educational games, art supplies, computer products and services, gifts, office furniture, photocopiers, printing, and design services, along with the expertise of 400 employees, all under one roof.

The company's management committee strongly believed in the positive impacts of daily recognition. They aimed to integrate this concept into their managers and first-level supervisors sustainably. The challenge for the company was that employees were located in different branches.

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Solution : Buropro Citation enrolled its managers in Altrum's [Orange Program](#). This online training is an approach focused on sustainable behavior change for supervisors and managers, characterized by:

- A blended learning strategy;
- An integrated microlearning development journey at work;
- A support structure;
- Real-time measurement of results;
- A recognition toolbox.

Results :

« Our entire team of managers, including owners and first-level supervisors, participated in the Orange Program.

We all LOVED it! The 6-week journey, with its various challenges, discussions, and tools, made a significant impact on all of us.

It's much more useful than a quick training because it stays in our minds for 3 months, making it easy to maintain our good new habits afterward. I highly recommend it ».

Kristina Bergeron, Associate



Dessercom Integrates Recognition into its Corporate Culture

Context : With over 1000 employees spread across Quebec, Dessercom is a charity organization primarily involved in two sectors: prehospital emergency care and non-urgent medical transport. Operating in 14 administrative regions, Dessercom's mission is to improve healthcare in Quebec. With employees located throughout the province, always on the road to save lives, organizational surveys are conducted, and an opportunity is immediately identified: to enhance recognition and relationships with managers.

Development actions are also integrated into the strategic planning for the coming years, with the main objective of optimizing the employee experience and providing a stimulating experience throughout their careers

Solution : Empower managers with recognition through the [Orange Program](#) and develop a [gift program](#) to acknowledge years of service from the first year.

Results : Recognition is robust and prevalent at Dessercom, facilitated through internal tools such as the internal portal that communicates achievements, service anniversaries, and any actions that improve the employee experience.

Employees who sacrifice for the well-being of others deserve the best recognition. A culture of recognition doesn't develop overnight, but with perseverance, the results become evident.

“

The Orange Program has led to beautiful awareness regarding recognition, and the gift platform is truly diverse, catering to the interests of each individual.

Sabryna G. | Human Resources Advisor, Dessercom

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