

altrum

## Strategic Guide:

Convincing Leadership  
Of The Importance Of  
Recognition





# TABLE DES MATIÈRES

|                                                |    |
|------------------------------------------------|----|
| <u>Introduction</u>                            | 3  |
| <u>SECTION 1 : Identifying your challenges</u> | 5  |
| <u>SECTION 2 : Evidence and Alignment</u>      | 7  |
| <u>SECTION 3: Presenting your project</u>      | 13 |
| <u>Appendix</u>                                | 19 |





In 2026, companies face major challenges: retaining talent, managing intergenerational cohabitation, reducing the burden on managers, and offering an engaging employee experience. To remain competitive, they must multiply their hr initiatives to better manage their talent, in a context where competition to attract and retain is fiercer than ever.

Let's consider some revealing recent figures:

- **79% of employees** have already left a job due to lack of recognition.
- **Manager engagement declined** from **30% to 27%** in 2024, leading to an overall drop in employee engagement from **23% to 21%**.
- This decline cost approximately \$438 billion in lost productivity to the global economy.
- **50% of employees** are actively looking for new opportunities.
- **50% of employees** feel stressed daily, and **44%** report encountering difficulties in their general life.

These concerning data show that companies must support their employees, both professionally and personally.





A photograph of three women of diverse backgrounds (two Black, one Asian) in business attire, looking down at a document held by the woman on the left. The image is partially obscured by a white text box in the center.

A simple and accessible tool can help them: recognition. In full expansion in Canada, it emerges as a strategic ally to meet numerous challenges.

HR professionals agree on its importance. But does senior leadership perceive these efforts and their impact on staff in the same way?

In this guide, you'll discover the essential tools and arguments to convince leadership of the value of recognition, thus effectively preparing you for your next meeting with them.



# SECTION 1: IDENTIFYING YOUR CHALLENGES





Before presenting a recognition project, it's essential to know where your organization stands today. This diagnosis will allow you to target your recommendations, speak the language of your decision-makers, and demonstrate where an investment would have the most impact.

To initiate this reflection, ask yourself three simple questions:

- What are our current strengths in terms of recognition?
- Where do we observe frustrations, inconsistencies, or blind spots?
- What indicators demonstrate the impact (or lack of impact) of our current efforts?

These benchmarks already give you a first picture. To go further and assess your organization's maturity level in terms of recognition, consult the checklist in the appendix as well as our [complete assessment guide](#).

# Discover how strong your recognition practices are

with our free assessment guide



[Download](#)



# SECTION 2 : EVIDENCE AND ALIGNMENT



Now that you have a clear vision of your current situation, support your approach with concrete evidence. Show how recognition constitutes a strategic avenue to respond to identified challenges and generate tangible results.

Emphasize the financial and strategic impact of recognition. [Translating recognition into numbers](#) isn't always simple, but it's precisely this data that will carry the most weight with your leadership team.

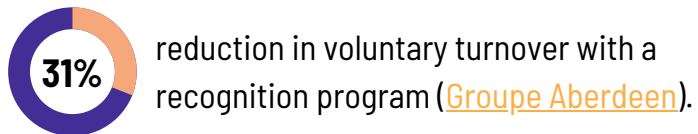
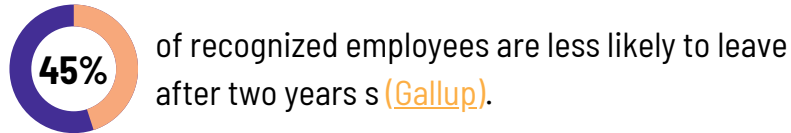
Recognition becomes a profitable investment when we understand its measurable impact and its alignment with business objectives.





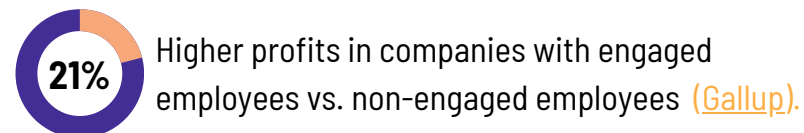
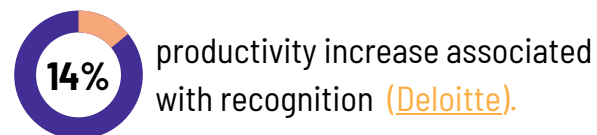
# Alignment With Your Strategic Goals

## Cost reduction: improved retention



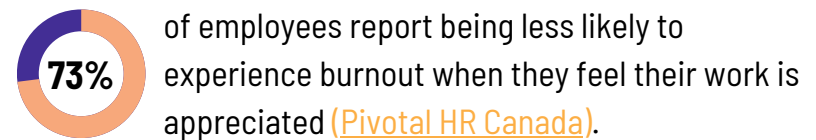
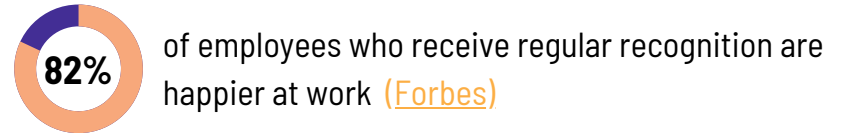
4x the annual salary: the potential cost of an employee departure, highlighting the substantial savings linked to retention ([SHRM](#)).

## Revenue increase: superior performance



7x greater engagement recorded when employees are recognized ([Perceptyx](#)).

## Risk reduction: preserved well-being



# Measurable Impact on Business Results

Whatever your organizational priority, recognition acts as a true accelerator: it supports your business objectives and multiplies their impact.

## IF YOUR GOAL IS..

**Cost reduction** : → 31 % decrease in turnover = direct savings in recruitment, training, and productivity loss

**Growth**: → +14% productivity and +21% profits = direct impact on financial results

**Talent aquisition** : → recognized employees = natural ambassadors who strengthen your employer brand

**Transformation** : → recognized employee = 78% more motivated to succeed in transformation projects.

**Customer satisfaction**: → companies with peer-to-peer recognition programs register an increase in customer satisfaction.

**Process optimization**: → Managers and HR save time through automated and centralized recognition.

## THE COST OF INACTION

Not investing in recognition generates hidden costs: loss of key talent, decreased productivity, deterioration of employer reputation, and growing difficulty recruiting in a competitive market. Organizations that delay action see their competitors gain the advantage. Try to assess this cost to present it to your decision-makers.



# CASE STUDIES & TESTIMONIALS

What better way to support your presentation than to present case studies of companies that have overcome the same challenges as you? These concrete examples will make your presentation dynamic, credible, and relevant.

## How to select your case studies?

Choose examples that reflect your specific challenges:

### Standard structure of an impactful case study:

1. **Context:** company similar to yours, identical challenges
2. **Solution:** recognition program implemented
3. **Measured results:** precise before/after metrics
4. **Lessons learned:** key success factors applicable

For detailed case study examples, consult the appendix of this document.





### **BONUS : FINDING A RECOGNITION PARTNER**

Partnering with an external expert can accelerate your project and strengthen your credibility with leadership. An experienced partner brings expertise, proven tools, and the ability to measure impact, allowing you to save time and build a complete and compelling case to bring your project to completion.





# SECTION 3: PRESENTING YOUR PROJECT



1

## PREPARE STRATEGICALLY WITH YOUR TOOLS

Mobilize the elements gathered in sections 1 and 2 to structure your presentation: diagnosis of your current situation, targeted statistics according to your identified challenges, and case studies of similar organizations with measurable results.

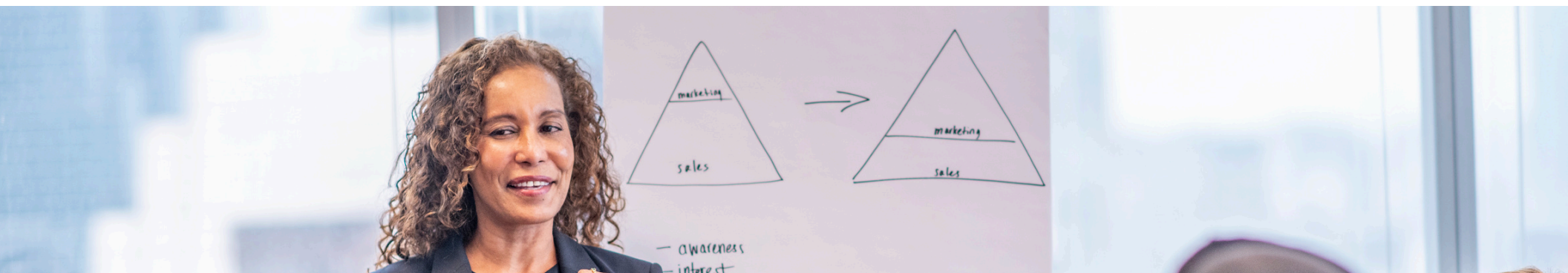
Test your key arguments with trusted colleagues before the official presentation. Their questions and reactions will help you refine your message and anticipate potential objections.

2

## CHOOSE THE OPTIMAL TIMING

Timing can make or break your presentation. Strategic planning maximizes your chances of success:

- **Avoid critical periods:** end of the fiscal year, budget preparations, or high commercial seasons monopolize leadership's attention on operations, creating an unfavourable bias toward any new project.
- **Favour calm moments:** mid-week and mid-month offer more predictability in the schedule.
- **Plan enough time:** minimum 45 to 60 minutes to develop your argument without rushing. A presentation rushed due to lack of time leaves an impression of improvisation.
- **Check mental availability:** a leader preoccupied by a crisis or pressed by their next appointment won't be receptive, even to the best message.







### 3 CAPTURE ATTENTION FROM THE FIRST SECONDS

The first 30 seconds determine your audience's engagement. Forget polite preambles and attack directly with business impact:

- **Start with a factual observation** that resonates with leadership's current concerns. For example: "our latest survey reveals that [50% of our employees are actively seeking opportunities elsewhere]. In our sector, each departure costs us on average 4 times the annual salary, or [specific amount]. Over the last 12 months, this represents [calculated total cost] in replacement costs."
- **Create a sense of urgency** by immediately positioning your project as a solution to a real and costly problem.
- **Follow up on the opportunity:** "Data shows that recognition can reduce this turnover by 23%, generating substantial savings from the first year." this approach immediately establishes the business value of your proposition.

## 4

## STRUCTURE YOUR ARGUMENT AROUND ROI

Organize your presentation according to this unbeatable logic:

**Problem → Solution → Return on investment → Next steps**

- **Detail your specific challenges** by relying on your diagnosis and quantifying financial impacts. Don't just say "we have an engagement problem"; rather demonstrate that "our engagement rate of x% costs us y\$ in lost productivity, according to our industry standards."
- **Present your recognition solution** as a strategic response adapted to your organizational context

Show how it aligns with this year's priorities, whether it's improving retention, increasing productivity, strengthening employer brand, or others. Explain how it integrates into your existing culture and current hr processes.

- **Develop the ROI section**, the heart of your argument. Use your roi calculator to present realistic projections based on similar case studies. Clearly show that the initial investment will be quickly offset by gains in retention, productivity, and well-being.
- **Propose concrete next steps:** a measurable pilot project, an in-depth analysis with an external partner, or a progressive deployment schedule





## 5

## ANTICIPATE AND MANAGE OBJECTIONS WITH CONFIDENCE

Any significant proposal raises legitimate questions. Prepare for common objections by developing factual and reassuring responses:

### « **We don't have a budget** »

Don't minimize the concern but reposition the discussion: *"you're right to be concerned about costs. That's exactly why i calculated that doing nothing will cost us [amount] this year in turnover and lost productivity. The investment in recognition represents [percentage] of this cost, while generating lasting benefits.»*

### « **We already have other priorities this year** »

Reposition recognition as an accelerator: *"recognition actually facilitates the adoption of other projects. Engaged teams better accept changes, whether it's new technologies or revised processes.".* »

### « **We already have a recognition program** »

Clearly distinguish between occasional recognition and systemic recognition culture. Service anniversaries are appreciated, but don't influence daily engagement like regular recognition of contributions does.

### « **Bonuses are sufficient** »

Explain complementarity: monetary recognition motivates short-term, but social and symbolic recognition builds lasting engagement and sense of belonging.

Conclude with a concrete commitment: *"can we meet again in two weeks with a detailed pilot plan?"* or propose evaluating available solutions with a specialized partner who can present options and accompany the analysis. This approach maintains momentum and prevents your project from getting lost in leadership's busy schedule

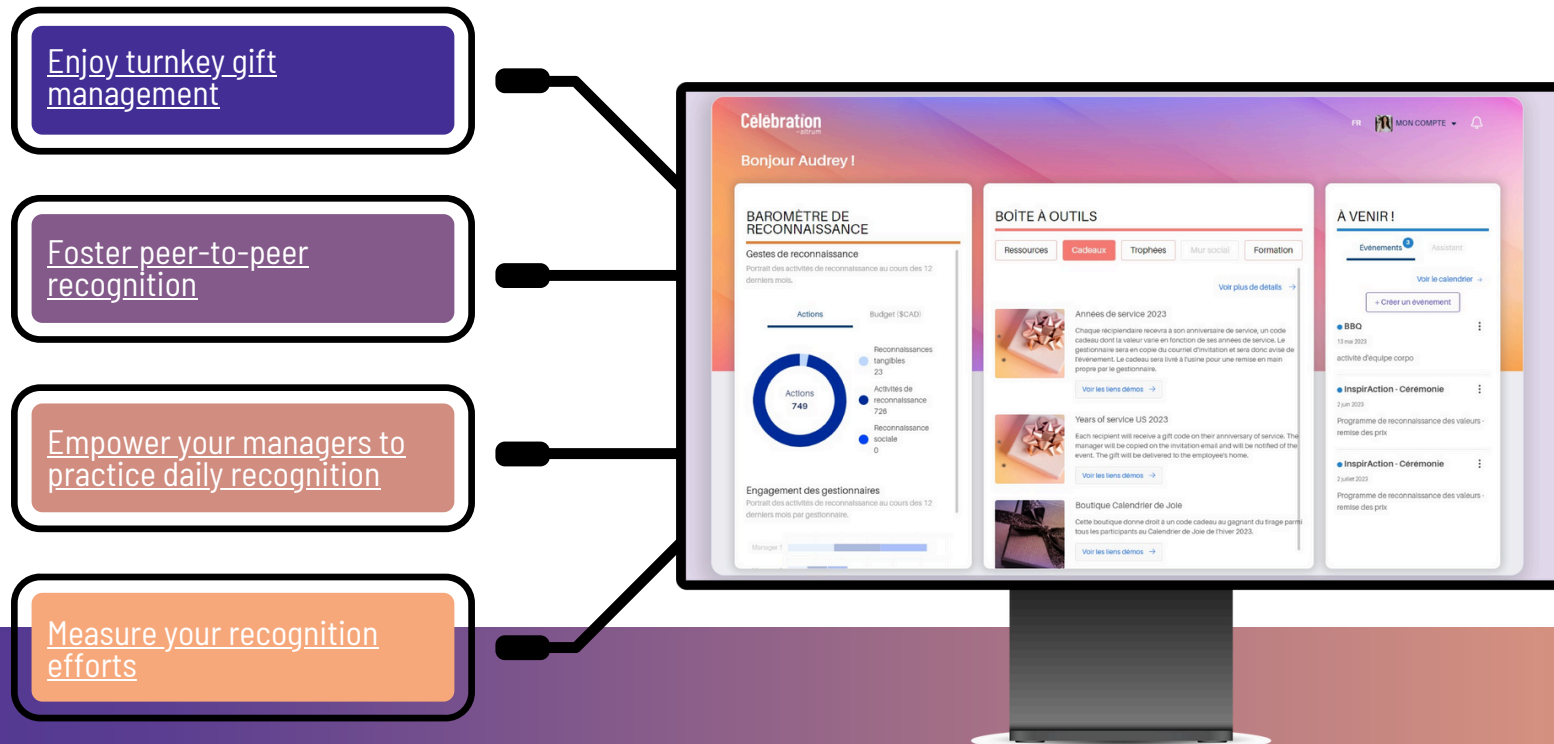
In 2026, retaining talent, engaging teams, and reducing managers' burden are major challenges for companies. Recognition then emerges as a powerful strategic lever: it stimulates performance, strengthens engagement, and contributes directly to talent retention.

Investing in recognition today means getting ahead of your competitors. Your next step: use the appendix to prepare your presentation to leadership with the tools provided.

The data confirms it: [according to Mercer](#), recruitment, retention, and talent mobilization rank 2nd among risks for Canadian employers, and only 1 in 4 companies has a solid competitive value proposition.

Recognition is no longer a simple "nice-to-have": it's a strategic necessity. The time to act is now.

## DISCOVER ALTRUM RECOGNITION SOLUTIONS





# APPENDIX

Practical tools and resources to make  
it easier to prepare your recognition  
project presentation and secure  
executive buy-in



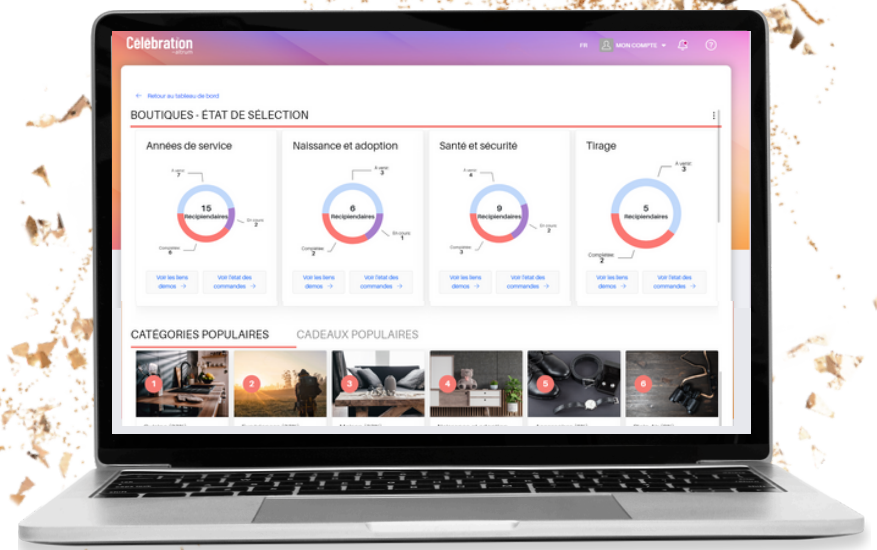
## TOOL #1

# TIME-SAVINGS CALCULATOR

This calculator is designed to help HR estimate the time and resources saved through the use of a platform like Altrum's. Instead of focusing solely on financial return on investment, this tool highlights the time saved in planning, managing, and tracking recognition programs

By providing tangible data on time savings, the calculator becomes a persuasive tool to justify the adoption of a platform to senior leadership.

[See how much time I can save](#)





## TOOL #2

# FREE PRESENTATION TEMPLATE

Easily prepare your Altrum recognition solutions presentation for senior leadership with our free, fully editable template. Highlight key features, showcase benefits, and present data clearly and convincingly.

To get your template, click the link below or copy it into your browser.

<https://go.altrum.com/hubfs/Recognition/Documents/Outils/EN/PT-Solutions-Deck-Altrum.pptx>



## TOOL #3

# RECOGNITION MATURITY ASSESSMENT FOR YOUR ORGANIZATION

Award 1 point for each ✓ checked in each section

### CULTURE & LEADERSHIP

\_/5

- ☐ Management publicly values recognition
- ☐ Management publicly values recognition
- ☐ Recognition is part of the organizational values
- ☐ Employees naturally recognize each other
- ☐ Recognition is perceived as important

### PARTICIPATION & ENGAGEMENT

\_/5

- ☐ All managers participate in the programs
- ☐ Employees actively use the available tools
- ☐ Recognition is given in a timely manner
- ☐ Different organizational levels are involved
- ☐ Employees request more recognition opportunities

### PROGRAMS & TOOLS

\_/5

- ☐ We have formal recognition programs
- ☐ Recognition tools are easily accessible
- ☐ Recognition goes beyond service awards
- ☐ Daily achievements are highlighted
- ☐ We use different types of recognition (social, symbolic, monetary)

### MEASURE & IMPACT

\_/5

- ☐ We measure the impact of our recognition programs
- ☐ Recognition data is tracked regularly
- ☐ We understand the link between recognition and engagement
- ☐ Recognition results are communicated
- ☐ We adjust our programs based on the results

### SCORE INTERPRETATION

\_\_/20

#### ● 16–20 points: HIGH MATURITY

Your organization has a strong recognition culture. Focus on optimization and innovation.

#### ● 11–15 points: MEDIUM MATURITY

Good foundations, but there's room for improvement. Prioritize identified gaps.

#### ● 6–10 points: LOW MATURITY

Significant opportunities for improvement. Recognition could transform your culture.

#### ● 0–5 points: VERY LOW MATURITY

Immediate action needed. Recognition is a critical strategic lever for your organization.



## TOOL #4

# DECISION-MAKER MEETING PREP CHECKLIST

### 1. DATA COLLECTION

- ☐ Diagnose your current situation (maturity assessment)
- ☐ Identify your top 3 challenges (turnover, engagement, stress)
- ☐ Calculate the cost of inaction using your HR data
- ☐ Select statistics aligned with your challenges
- ☐ Choose 1-2 case studies from similar companies

### 2. MEETING PREPARATION

- ☐ Structure: Problem → Solution → ROI → Next Steps
- ☐ Create a compelling hook (first 30 seconds)
- ☐ Calculate your projected ROI realistically
- ☐ Prepare visual aids and a one-page executive summary
- ☐ Time your presentation (45-60 minutes)

### 3. TESTING AND ADJUSTMENTS

- ☐ Test your key arguments with trusted colleagues
- ☐ Identify weaknesses in your pitch
- ☐ Adjust content based on feedback received
- ☐ Prepare responses to anticipated questions
- ☐ Validate your financial calculations with the finance team

### 4. MEETING PLANNING

- ☐ Choose the optimal timing (avoid critical periods)
- ☐ Identify all decision-makers to invite
- ☐ Book a 45-60 minute time slot
- ☐ Prepare the room with necessary technical equipment
- ☐ Have copies of key documents ready

### 5. D-DAY & FOLLOW-UP

- ☐ Review key points and arrive early to the meeting
- ☐ Include a Q&A session at the end of the presentation
- ☐ Conclude with a concrete commitment (pilot plan, next meeting)
- ☐ Set a follow-up date
- ☐ Send a summary email within 24 hours

## TOOL #5

# DESSERCOM INTEGRATES RECOGNITION INTO ITS CORPORATE CULTURE

## THE CHALLENGE

With employees spread across Quebec and frequently on the road, [Dessercom](#) conducted engagement surveys to identify strengths and areas for improvement in its culture. One key finding emerged: employees did not feel recognized, especially by their managers.

Dessercom needed to find a way to strengthen its recognition culture to reach and support all employees, including those working remotely or on the road.

## THE SOLUTION

Dessercom implemented a comprehensive recognition program, including:

- Manager training to better recognize and support their teams (Parcours Orange)
- A platform to celebrate anniversaries and achievements
- A dedicated budget for small employee gestures
- An annual gala to highlight accomplishments
- Peer-to-peer recognition initiatives

## RESULTS

**+27%**

Recognition given within the organization

**+24%**

Improved relationships between employees and manager

**+18%**

Increase in overall employee engagement

   **WATCH TESTIMONIAL (FRENCH)**



# ALDO MODERNIZES EMPLOYEE RECOGNITION

## THE CHALLENGE

At **ALDO**, recognition for service awards and performance relied on a fully manual process: letters, trophies, gift cards, and limited gift pamphlets handed out in person. This model created a significant administrative burden, offered little variety, and became difficult to maintain with the rise of hybrid work.

## THE SOLUTION

In 2023, ALDO chose Altrum's platform to automate and modernize its recognition programs:

- Turnkey management, from invitations to gift delivery
- Unlimited store options and a wide variety of gift choices
- Flexible delivery options
- Automatic notifications to managers
- Dashboards to simplify management and ensure fairness

## RESULTS



**Increased efficiency:**  
Reduced manual tasks and errors



**Improved employee experience:**  
A simple process with gifts for every taste



**High satisfaction:**  
Smooth adoption, far fewer employee questions



*I've experienced the very, very manual side, then the turnkey side, and I don't see why we wouldn't make the jump to a platform like this. Prices are reasonable, it's smooth, simple, and efficient. I love it. You want to recognize people, but it's often complex, very personal, and every situation is different. A solution like Altrum's really simplifies everything while giving employees choice. It's definitely worth it*

**- Cassandra Warren, Senior Manager, Corporate Creativity + Events and Recognition**



# HAWKESBURY & DISTRICT GENERAL HOSPITAL (HGH) SIMPLIFIES GIFT MANAGEMENT AND INCREASES EMPLOYEE SATISFACTION

## THE CHALLENGES

In 2020, **HGH** managed employee gifts entirely manually using Excel files and numerous email exchanges. The process was long, rigid, and often disappointing: some employees did not participate or did not collect their gifts, resulting in financial losses.

HGH's goal was to modernize and simplify their recognition program to maximize employee satisfaction and the impact of annual investments.

## THE SOLUTION

HGH adopted the Celebration platform, which fully streamlines gift and reward management. Logistics are handled by Altrum, including support for employees less comfortable with technology, eliminating unclaimed gifts. The dashboard allows tracking selections, extending stores, and quickly resolving issues with a dedicated contact.

With Celebration, HGH centralizes all its programs: service anniversary recognition, retirements, critical-period raffles, and stores for Employee of the Month and merit awards, while offering flexibility and personalization.

## RESULTS



**Increased Efficiency:**  
Faster, less manual gift management, reducing HR workload



**Eliminated Financial Losses:**  
No more unclaimed gifts; billing only for orders



**High Satisfaction:**  
Employees enjoy variety and flexibility, with participation rates significantly increasing



*The Celebration platform has significantly reduced the administrative burden of managing our reward and recognition programs. Thanks to its flexibility, we can now offer various recognition programs throughout the year with peace of mind. Additionally, feedback from our staff has been extremely positive, which reinforces our satisfaction with this solution.*

**– Isabelle Drouin, Human Resources Director**

# FROM POST-ITS TO DIGITAL: AMIEL CHOOSES ALTRUM FOR PEER RECOGNITION

## THE CHALLENGE

Before 2021, [Amiel Group](#) used a physical post-it wall for employee recognition. While well received locally, this system no longer met the needs of a hybrid organization.

The goal: Move recognition into a virtual environment to maintain a culture of gratitude despite distance and new ways of working.

## THE SOLUTION

Groupe Amiel adopted Altrum's peer recognition and rewards points platform to create a comprehensive recognition ecosystem accessible to its 350 users.

- Peer Recognition Wall: A social space to highlight colleagues
- Points and Gift Cards: A redeemable rewards system, including local brands
- Badges and Internal Contests: Encourage active participation and showcase behaviors aligned with company values

## RESULTS



**Inclusive Recognition :**  
Even less visible employees receive appreciation

**66%**

of employees use the platform daily, reinforcing collaboration and recognition



**Increased Motivation**  
The points and gift card system adds a tangible dimension to recognition



*Altrum's platform allowed us to digitize our approach to recognition. We went from a local post-it wall to a recognition network that connects our dispersed store teams across Quebec. The points and gift card system is really fun—it's a great concept. Our next step is to extend this positive culture across the entire group to maximize employee engagement.*

**Méliissa Falardeau, CHRP, Amiel Group**



**FOR MORE FREE RESOURCES:**

**[HTTPS://WWW.ALTRUM.COM/RESOURCES/](https://www.altrum.com/resources/)**