

## Why do employers recognize their employees?

- 1** **Increase employee loyalty**  
Give employees an incentive to stick around longer
- 2** **Motivate to perform**  
Offer goal-oriented incentives to improve results
- 3** **Recognize employee achievement**  
Employees expect recognition for a job well done
- 4** **Establish a culture of recognition**  
Earn a reputation in the business community
- 5** **Improve morale**  
Happier employees are more productive