



BASF
We create chemistry

Creating a Culture of Recognition & Appreciation

Center for Grateful Leadership Presentation
March 2021



Creating a culture where every employee is seen, heard, and valued for both who they are and the great work that they do.

Gratitude + Recognition + Appreciation

Recognition

What someone does

- Performance
- Exceeding expectations
- Modeling exceptional behavior to make an impact



Gratitude

The state in which a person
acknowledges another.
(Judy Umlas)

Appreciation

Who the person is

- Their character
- Their personality traits
- What you admire and what inspires you about them.

If we ensure employees are seen, heard, and valued...



↑ Sense of belonging
(Inclusion)



↑ productivity, revenue,
and innovation
(High Performance Org.)



↓ absenteeism and job
accidents
(Safety)



↑ Customer service
and satisfaction
(Customer Experience)



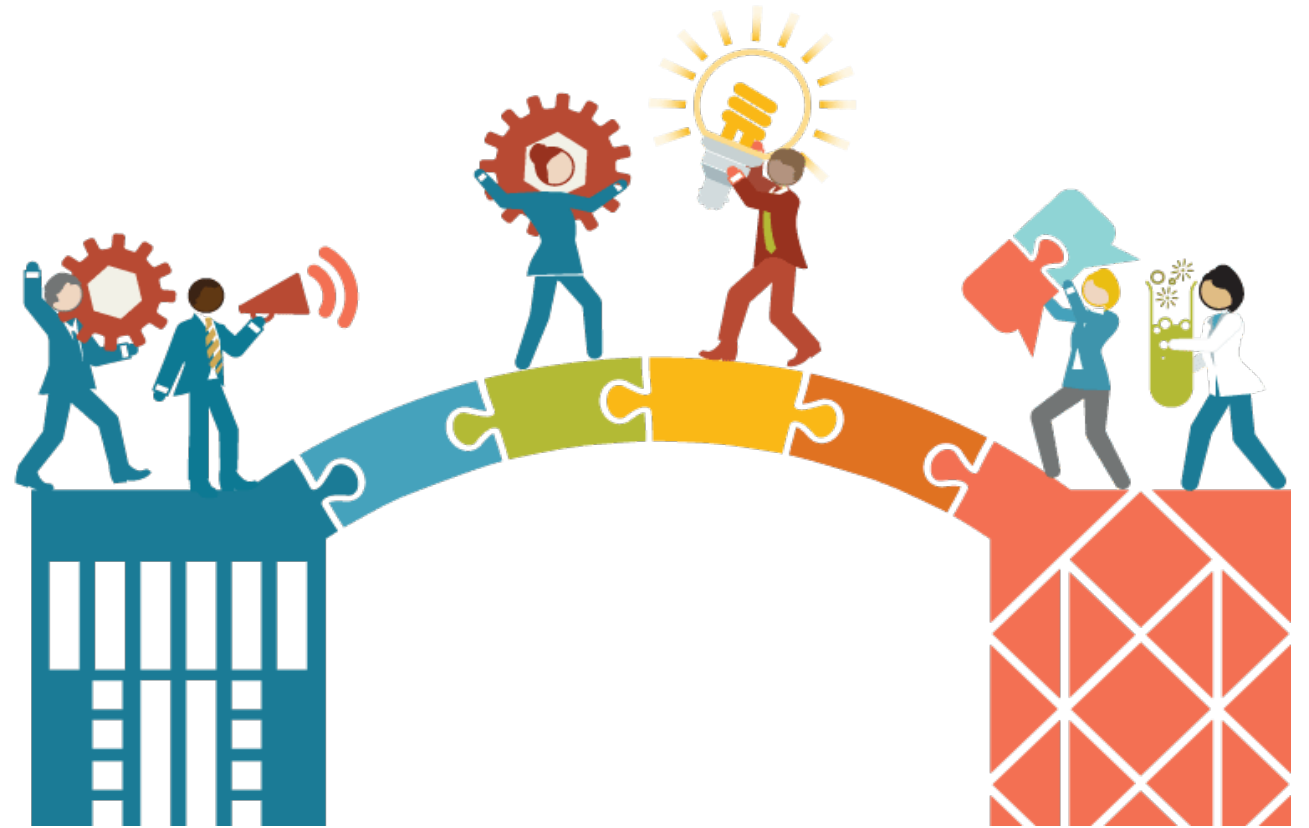
↓ Less stressed
and overwhelmed
(Wellbeing)

If we know it works...
why don't we do it?



Embedding Recognition & Appreciation into your Culture

- The Artifacts.
- Leaders call to action!
- Policies, Procedures, Processes.
- Business Strategy.
- Bringing it Home.



The Artifacts

Tips

- Put recognition and appreciation in the path of least resistance.
- Be flexible depending on your type of workforce.
- Display the actions and behaviors you want to see more of.



Leaders call to action!



Tips

- Be clear on how we expect our managers to care for our employees.
- Incorporate into all manager training.
- Be transparent to managers.

Policies, Procedures, Processes



Tips

- Consider every touchpoint within the employee lifecycle.
- Not just large organization policies and processes, local ones too.
- Think outside of HR.

Business Strategy

Mission

We create chemistry for a sustainable future.

We want to contribute to a world that provides a viable future with enhanced quality of life for everyone. We do so by creating chemistry for our customers and society and by making the best use of available resources. We live our corporate purpose by: sourcing and producing responsibly, acting as a fair and reliable partner, connecting creative minds to find the best solutions for market needs.

Targets



Values

- Creative
- Open
- Responsible
- Entrepreneurial

Tips

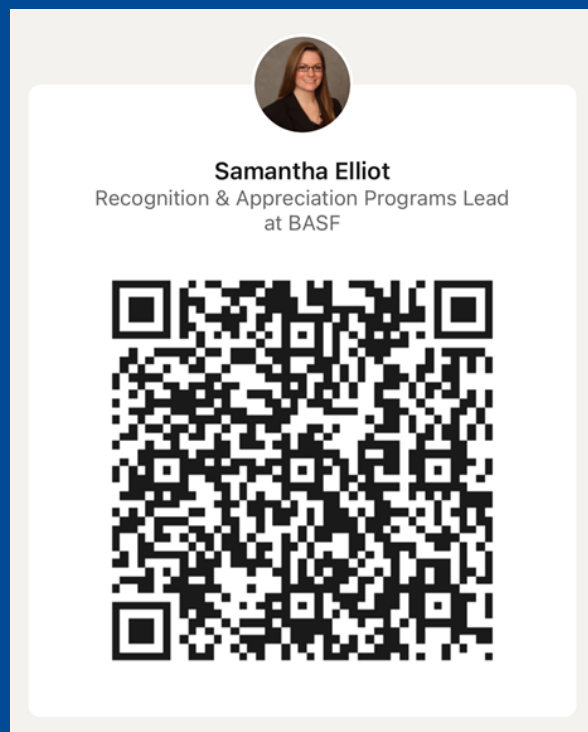
- Speak the language of the strategy.
- Mission, Targets, Values.
- Corporate gratitude.

Bringing it home.



Tips

- Call a senior in your life weekly.
- Make a meal for an elderly neighbor.
- Become a pen pal with someone at an assisted living facility.
- Gratitude journaling.
- Nature walks.
- Say thank you at home.



Recognize a colleague for both who they are and the great work that they do.



We create chemistry