

Press information

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UK BOSSES PAY PRICE FOR THANKLESS BEHAVIOUR

- **2 out of 3 workers feel they don't receive the thanks they deserve**
- **A simple Thank You is worth an estimated £5.2 billion to UK industry**

March 12th, 2008. UK industry is paying a multi-billion pound penalty for its inability to say 'thank you', according to a nationwide survey, conducted by London-based leadership coaching firm White Water Strategies, which shows that two-thirds of workers feel undervalued by not hearing the words often enough despite 72% believing it is very important to be acknowledged in the workplace.

This made them work less hard and more likely to look for another job, according to psychologist Averil Leimon, director of White Water Strategies who commissioned the study. While 77% of 45-54 year old workers, many senior managers themselves, agree saying 'thank you' is very important, only a quarter of workers believe they receive enough praise, suggesting good intentions are not translating into action.

"It is not a question of being nice – saying 'thank you' fundamentally affects the bottom line. Staff are primarily motivated by two key areas – financial reward and a happy working environment. Our analysis shows that acknowledging staff achievements properly has the equivalent perceived value of a 1% pay rise. Looking at current employment figures, that translates to £5.2bn saving for UK business." Averil Leimon said.



“Typically, only one in seven employees is engaged in their job. Address this and businesses will see lower staff turnover, people working harder, productivity increasing and sickness miraculously reducing. It is also well known that the real cost of replacing someone is nearly 50% of their salary. Compare this to the minimal time it takes to make an employee feel valued and you soon realise that by learning to say Thank You this country could save billions a year.”

Other key findings of the research include:

- Bosses in London thanked their workers most for a job well done (30%)
- Scotland's workers are adamant about the lack of praise and support, with 4 in 10 (39%) saying they definitely don't receive enough thanks
- 72% of people think it's very important to get a personal thank you from senior managers in work (this is particularly true for women, with 76% saying it's very important versus 68% of men)
- Only 3% of workers don't feel it's important to say Thank You at work
- Only 58% of 16-24 year-old workers feel it is very important to be thanked by managers, the lowest response of all working ages
- Workers in Wales and the West find praise the most important (80%) whereas workers in the North East rely on it least (69%)
- Social groups AB and C are the most acknowledged workers, suggesting white collar workers receive more recognition and praise than their blue collar counterparts

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Note to editors:

The research, conducted by TNS in January 2008, covered 1007 respondents of working age.

About White Water Strategies:

WWS is a leadership consultancy. Business specialists and psychologists work with senior people on the issues that most concern them in their search for leadership excellence and business results. Bringing together personal and business strategies, WWS works to create truly effective balanced leaders.

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