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Recognition & Retention of Top Talent

Presented by: Heidi Fisher
Heidi.Fisher@winlandfoods.com



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What's your #1 talent risk this year?

Hiring pipeline	Department silos
Retention	Training gaps
Engagement	AI pressures
Burnout	Workload backlogs
Capability gaps	Change fatigue

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Activity: The Blame Translation

“If Cash App would just ...”

“If Sales would just ...”


“If Credit would just ...”

“If IT would just ...”

What do you hear the most? How can you translate this into what it really means? What is the underlying need?

5 minutes

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5 minutes

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The Business Case for Recognition

High-quality recognition associates with ~45% lower voluntary turnover over two years. Gallup study 3,400+ employees tracked across 2 years

Employees who get valuable feedback are ~5× more likely to be engaged.

Online recognition platforms drive ~2× the business impact vs. offline, in-house efforts.

Stability protects institutional knowledge, reduces rework, and improves cross functional response time.

Sources: Workhuman & Gallup (2024) | Achievers Workforce Institute (2024–2025) | Deloitte High-Impact Rewards (2025) | Gartner HR (2024) | MIT Sloan (2022)

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Recognition Programs On or Offline?

Recognition must be visible and in the flow of work.


Achievers' 2024 State of Recognition reports that online recognition platforms are about twice as likely to drive business results compared to offline, in-house programs.

And employees who engage with an online platform are 2× more likely to say they're productive and not thinking about job hunting.

We host a version of this with QR code for nominations and share those nominations at our monthly KPI meetings.

Easy, visible, and culturally reinforced.

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NACM'S 130TH
**CREDIT CONGRESS
& EXPO** JUNE 7-10
2026
St. Louis, MO

Why Recognition Matters?

Recognition is a retention lever that reduces turnover, increases engagement, drives a reduction to capability gaps, and can reduce burnout.

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Recognition the Right Way: 5 Pillars

- Fulfilling – Recognition makes the person feel genuinely valued and proud of the contribution
- Authentic – It's sincere, specific, and credible—something the receiver believes and feels is true
- Personalized – Tailored to the individual (what they did, how they like to be recognized, what matters to them)
- Equitable – Fair and inclusive; recognition isn't reserved for the loudest voices or most visible roles—everyone has access to being seen.
- Embedded in culture – Recognition isn't occasional or “extra”—it's built into how the organization works (rituals, meetings, workflows, leader habits)

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Activity: Spot the Shadow Contributors

List 2–3 under-recognized roles (cash app, deductions, credit, collections, etc.).


Design 3 high frequency, low-cost recognition moments in the flow of work.

Be specific: trigger, owner, message, visibility.

5 minutes


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5 minutes

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Tie Recognition to AR/Order to Cash Outcomes

DSO alone is incomplete — pair with ADD & BPDSO to see real frictions.


DDO & dispute cycle time improve when upstream wins are recognized (accuracy, FCR).

Collector behaviors: promise-to-pay accuracy, aging bucket improvements, clean cash-app matches.

Recognize behaviors that reduce rework: accuracy, speed, collaboration.

Sources: Workhuman & Gallup (2024) | Achievers Workforce Institute (2024–2025) | Deloitte High-Impact Rewards (2025) | Gartner HR (2024) | MIT Sloan (2022)

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Practice: From Generic to Impactful


In pairs: Rewrite these two messages to meet the 5 pillars

Add a KPI tag (e.g., dispute cycle time ↓, ADD ↓, 2 days off DDO)

Volunteer read-outs; group debunks what lands and why


5 minutes

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5 minutes

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Manager Reality: Overwhelm + Better Training Methods

Managers are overwhelmed – make culture easy not harder

Gartner found leader and manager development remains HR's #1 priority, and three quarters of HR leaders say managers are overwhelmed by expanding responsibilities.

Gartner also notes traditional training like seminars and lectures can have a negative effect — so peer learning and repeated connections work better.

Why at Winland, we created weekly Q&A sessions by function — peer learning, support, and opportunity to lead each other & build trust

Sources: Workhuman & Gallup (2024) | Achievers Workforce Institute (2024–2025) | Deloitte High-Impact Rewards (2025) | Gartner HR (2024) | MIT Sloan (2022)

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Manager Enablement > More Lectures

75% of HR leaders say managers are overwhelmed; traditional lectures underperform.

Shift to repeated peer connections, social learning, and real-work practice.

Your toolkit today: 10-min 1:1s, coachable moments, dignity checks.

Sources: Workhuman & Gallup (2024) | Achievers Workforce Institute (2024–2025) | Deloitte High-Impact Rewards (2025) | Gartner HR (2024) | MIT Sloan (2022)

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Manager Habits that Stick

10-minute 1:1:
Wins → Blockers → Support → Next step

Coachable moment:
Data → Behavior → Impact → Ask

Dignity check:
Respect • Fairness • Self-worth protected

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Practice Exercise

Roles: Manager • Teammate • Observer


Scenario: Give feedback on recurring missed KPIs
Use the following model:

Data → Behavior → Impact → Ask

Rotate roles after 3 minutes

Sources: Workhuman & Gallup (2024) | Achievers Workforce Institute (2024–2025) | Deloitte High-Impact Rewards (2025) | Gartner HR (2024) | MIT Sloan (2022)

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5 minutes

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Tools: Self-Awareness + Peer Support + Fun = Strong Culture

Self-awareness tools – self assessment tools such as DiSC, Strengthfinders, Meyer-Briggs, etc.

Peer Learning/Coaching – weekly question and answer sessions for consistency in learning, hearing challenges, sharing lessons learned by others, and applying new tools and/or reinforcing change.

Fun committee – multiple department volunteer led program for monthly potlucks, games, scavenger hunts, etc.

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Change Resilience + Burnout

As leaders how do we embody healthy work habits and coach our teams to do the same?

- Stop
- Start
- Sustain

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Culture Maturity Model (Levels 1-5)

- Level 1: Reactive - Significant culture issues harming engagement & retention
- Level 2: Emerging - Multiple cultural barriers impacting performance
- Level 3: Defined - Consistency gaps; burnout or misalignment likely
- Level 4: Connected - Solid culture with areas ready for fine tuning
- Level 5: Thriving - High trust, strong leadership, strong performance environment

Self-score and note two moves to level up one tier.


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Heat Map Your Culture Gaps

- Score each domain (4–5 = Green, 3–3.9 = Yellow, <3 = Red).
- Identify top 3 gaps to target in 90 days.
- Use the worksheet to capture risks/opportunities/resources.


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Session Take Aways

- Design always-on recognition that reduces attrition and boosts engagement.
- Translate recognition into AR/O2C outcomes (DSO, ADD/BPDSO, DDO, dispute cycle time).
- Equip managers with micro-habits that stick (1:1s, coachable moments, leading with dignity).
- Build equity into recognition and scale visibility across teams.

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Peer Support + Fun Committee = Belonging

- Monthly 15-min 'show & tell': one metric, one tip, one story.
- Fun Committee: trivia, potlucks, scavenger hunts—short, inclusive, team-led.
- Pick one for next 30 days; assign owner + date.

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Questions,
Take Aways,
Implementing Monday

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