



ENABLEMENT CHEAT SHEET

WORKHUMAN LIVE 2025 – GAYLORD ROCKIES

WORKHUMAN

Corporate Topics – What is it?

As part of Workhuman's Human Intelligence™ suite, Topics (working name) transforms recognition data into an active signal that connects cultural behaviors to strategic outcomes.

Unlike surveys or tracking tools, Topics taps into authentic, organic moments of recognition – what your people notice, value, and reinforce in each other. This isn't traditional sentiment data.

We're giving PMs access to storytelling and narratives through easy-to-use reporting that will enhance their strategic impact to their leadership. This focuses more on the impact they will have on their business now with Topics.

WSJ Partnership – Why a CPO council?

The most urgent conversations in business today are about people. To build the future of work, CPOs must be at the center of that table. This partnership recognizes that the conversations happening about performance, growth, and innovation all hinge on how we lead people.

CPOs are guiding companies through massive disruptions: talent shifts, cultural fractures, and the ethics of AI.

In early 2026, we'll bring those conversations together at a broader, dedicated CHRO Summit, modeled after the format used for the CEO Council. Initial membership is by invitation only, focused on CHROs at companies with \$1 billion or more in revenue.

DEI Panel – How does Workhuman support DEI in this climate?

Powerful opportunity to continue DEI efforts out loud or incognito – even if you need to be lower key, you can continue to drive belonging at your organization with recognition or private, in-the-moment micro-coaching with Inclusion Advisor.



Employee recognition is a way to support inclusion and help your employees feel seen and appreciated for the work they do, without needing to broadcast large DEI efforts or spending in highly controversial or regulated industries.

Now is not the time to give up on inclusion. Recognition is a non-controversial way to reinforce appreciation, track equitable award giving and amounts, and bring in private, in-the-moment micro-coaching around unconscious bias.

Mid-Market – What’s new?

Workhuman now offers an out-of-the box recognition platform specifically geared toward mid-market companies in the United States.

As a mid-market super user of our platform, Workhuman is our own case study for the benefits of recognition – but we have a lot more case studies we can share too! (The Minto Group, Morgan Truck, Conga, GoTo, and more.)

For questions and interest on our mid-market offering, direct contacts to Will Navikas, Connor Horan, or Celia Bozsum.

Tariffs – What about the economy?

Tariffs are an economic disruption — but their true cost is human. Now is *not* the time to pull back. It’s the time to invest smarter. Strategic recognition and Human Intelligence equip organizations to weather the storm, protect culture, and unlock the full power of their workforce when it matters most.

We know from experience — and from the data — that companies who keep investing in their people during uncertainty come out stronger. Employees who feel recognized are 5X more likely to see a future at their company, and 73% less likely to feel burned out. *Source: Workhuman + Gallup*

We’ve seen time and time again throughout our 25-year history that the companies that stayed close to their people during times of uncertainty were the ones who retained critical talent and came back faster and stronger than ever.