

## Globoforce Debuts Podcast Series on Strategic Employee Recognition and Engagement

**SOUTHBOROUGH, MASS., and DUBLIN, IRELAND – February 12, 2009** – Globoforce, the world’s leading provider of global strategic on-demand employee recognition solutions, today announced the debut of a new monthly podcast series designed to offer educational information about the value of strategic employee recognition programs. The first podcasts in the series will have a particular focus on the importance of recognition during recession.

“We wanted to give human resources and business leaders who are strapped for time an easy way to understand the tremendous value global strategic recognition programs can bring to their companies,” said Derek Irvine, Globoforce Vice President of Global Strategy and contributing podcast host. “Globoforce consistently publishes a variety of educational content and resources through various communication vehicles, but now we can offer the same information to those on-the-go professionals who want to learn about the importance of recognizing and engaging a global workforce at a time that best fits into their busy schedules.”

Globoforce podcasts currently available for convenient download include:

- **‘The Competitive Advantage of Strategic Employee Recognition during a Recession’** – The declining state of the global economy, layoffs, bankruptcies, foreclosures and the credit crunch – the news headlines are impossible to ignore. Irvine discusses the impact this is having on employees and how strategic employee recognition can boost morale, increase productivity, and save company money.
- **‘Great Expectations: Building the Employee Recognition Program Your CEO Wants’** – Globoforce recently asked middle- and senior-level HR and HR-related personnel about CEO perceptions of recognition programs as they relate to corporate objectives within their organization. Irvine discusses the survey results and offers best practices for companies looking to improve their current programs.

Visit the following link to download these and upcoming Globoforce podcasts:

<http://www.globoforce.com/corporate/eng/innovation-center/podcasts/>

[Click here](#) to subscribe to the Globoforce podcast series directly in iTunes and be notified when a new podcast is posted.

### About Globoforce

Founded in 1999 and co-headquartered in Southborough, Massachusetts and Dublin, Ireland, Globoforce is the world’s leading provider of global strategic employee recognition solutions for Global 2000 companies. Named a 2008 Inc. 500 company, Globoforce delivers an innovative, easy-to-use, on-demand software solution that engages employees across the globe, transforming the way enterprises motivate their workforce. Globoforce’s blue-chip customer base, which includes Avnet, Biogen Idec, Dow Chemical, Global Crossing, Fairmont Hotels & Resorts, Intel, Intuit, Nortel, Procter & Gamble and Thomson Reuters, reflects the importance of recognizing and engaging the workforce in the 21st century. For more information, <http://www.globoforce.com> or visit the Company’s blog at <http://globoforce.blogspot.com/>.

###

### MEDIA CONTACTS:

Tim Rossi  
Global Public Relations Manager  
+1 508-229-1543  
[timothy.rossi@globoforce.com](mailto:timothy.rossi@globoforce.com)