



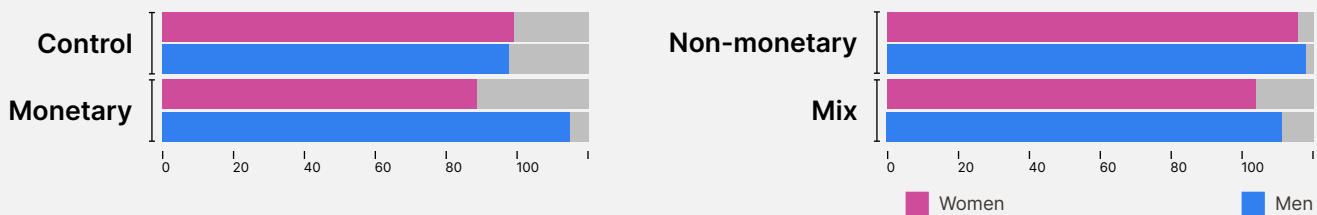
Employers can express their recognition and appreciation of employees' performance by means of incentives; however, employers have to be aware that monetary, non-monetary, and mixed incentives affect men and women and their feelings of acknowledgement differently. For instance, our findings suggest that men feel most valued when monetary rewards are given, while women feel much more appreciated by non-monetary incentives, which is reflected in employee performance.

- Hanna M. Sittenthaler and Alwine Mohnen, 2020



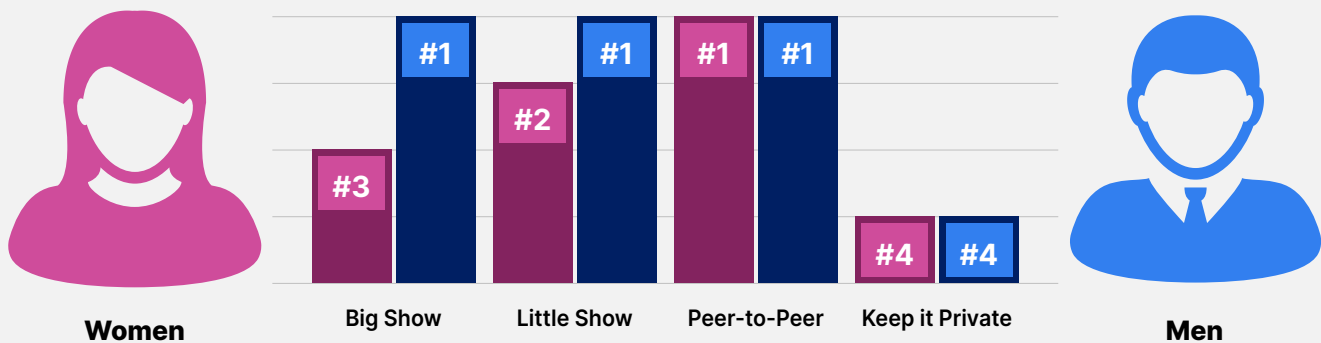
Gender Differences in Work Performance Over Different Reward Treatments

Across a range of experiments, women and men express different reward preferences and different performance outcomes based on reward type.



Gender Differences in Reward Presentation Preference

Women rated Big Show lower (37% neutral or less, vs. 9% for Men)
- Incentive Research Foundation, 2017



Non-monetary tangible rewards often drive better outcomes than cash rewards, yet men may be more drawn to cash. The research shows that when non-monetary rewards are presented vividly, most recipients – including men – will switch from a preference for cash to a preference for a compelling non-monetary reward of equivalent value.

Select References

Hanna M. Sittenthaler and Alwine Mohnen, [Cash, non-cash, or mix? Gender Matters! The impact of monetary, non-monetary, and mixed incentives on performance.](#) June 17, 2020.
Incentive Research Foundation: [Reward Presentation and Attraction: A Biometric Experiment.](#) 2017