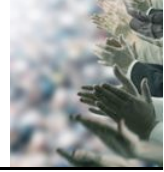




# THE POWER OF PRAISE!

By Craig Harrison

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Surveys constantly remind us that what employees want, more than money, titles and corner offices, is recognition and appreciation. They want to be noticed. They want to be appreciated. They want recognition for their efforts. So simple, yet so wanting.

What does it cost to praise an employee, recognize a colleague or acknowledge appreciation of someone else's efforts? According to Cindy Ventrice, author of *Make Their Day! Employee Recognition That Works*: "57 percent of the most meaningful recognition received is absolutely free. No budget, special equipment or legislation is required. Just a willingness to extend oneself." So what are you waiting for?

Many people confide in me their manager doesn't recognize them or their partner isn't praiseworthy, and thus they feel unappreciated. Yet when I ask them if they praise their own direct reports, or compliment their partner, they sheepishly reply "On occasion." Other times they murmur: "That's not my style" or simply say "They know I appreciate them." Herein lies the problem.

Some of us grew up in environments devoid of positive feedback. We've come to believe we either don't deserve it, or perhaps convince ourselves we don't need it. We're tough, we're strong. After all, we're sales professionals! We don't need the strokes or handholding. But our ability to receive praise when given feeds our foundation of success.

A heartfelt compliment, genuine kudos or a well-placed pat on the back goes a long way toward expressing the appreciation you feel. American humorist, writer and playwright Mark Twain stated it well: "I can live for two months on a good compliment."

There's power in the praise you give to those in your life. And a funny thing happens, too. When you give it to others you get it back in return. Whether recognition comes from the party you praised, or elsewhere, payback is a Beee-Utiful thing!

## Put the Power of Praise into Action

1. Identify colleagues, co-workers and others who are praiseworthy.
2. Now deliver heartfelt praise, whether privately or publicly.
3. Don't combine praise with criticism — it diminishes or even negates the praise.
4. Beware of hyperbole. Simply give your praise honestly and with love.
5. See the reaction of the person you are praising.
6. Meanwhile, how do you feel when you have praised someone else?

Congratulations, you've just created a win-win. Praise be thou!!!

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Professional speaker Craig Harrison's Expressions of Excellence!™ provides sales and service solutions through speaking. For information on keynotes, training, coaching, curriculum for licensing and more, call (510) 547-0664, visit [www.ExpressionsOfExcellence.com](http://www.ExpressionsOfExcellence.com) or E-mail [Craig@ExpressionsOfExcellence.com](mailto:Craig@ExpressionsOfExcellence.com) for inquiries.