

EXPLORE WELLNESS

The immense power of appreciation¹

Employee appreciation, whether in a large corporation or a small business, works magic

Joseph Sherren shares, *The immense power of appreciation*, in *The Costco Connection* (2017).



At a restaurant this past week I met a crew of workers having lunch with their boss. He asked me, "How do I motivate this crew to work harder?" I told him, "A good start is what you are doing – feed them." People always work harder when they are not hungry.



However, the answer is much deeper. Managers think that people in different industries, different wage classes and different age groups are motivated differently. The truth is, fundamentally, they are not.

Workers want to feel valued and appreciated. It is as simple as that.

Extensive research on this topic includes a study completed at Wichita State University. It is reported that employees rated a manager's thanks as the most motivational incentive of all. Unfortunately, more than 58 per cent of employees say they rarely receive a personal thank-you.

When managers are asked why they don't offer personal thanks, a typical response is "I'm not complaining, so they should know I appreciate them." That is like if you spouse said, "You don't tell me you love me anymore," and you responded with "I said the day we were married; if anything changes, I will let you know."

Many people underestimate the importance of spontaneous recognition. However, employee appreciation, whether in a large corporation or a small business, works magic. Employees often tell me how much they value personalized recognition. Unfortunately, even though it is a key element to retention and productivity, it is deficient in most organizations.



Every employee is hungry for acknowledgement, which is the best way to keep them engaged. Employees who get personal appreciation go that extra mile, are more productive, show greater loyalty and are more eager to contribute.

Employee recognition is a powerful tool to create a culture of engagement. The best part? It doesn't cost anything!

¹Sherren, J. (2017). *The immense power of appreciation*, The Costco Connection. Retrieved from: <http://www.costcoconnection.ca/connectioncaeng/20170708?pg=11#pg11>