



MERCI, GRACIAS, DANKE, OBRIGADO, XIEXIE, ARIGATO. YEP, THIS SENTIMENT, THE EXPRESSION OF THANKS, IS THE MOST POSITIVE FEELING A HUMAN CAN TRANSFER TO ANOTHER HUMAN; SHORT OF LOVE ITSELF. 'THANK YOU' ARE PRACTICALLY THE ONLY TWO WORDS, SAID TOGETHER, THAT YOU CANNOT TAKE OFFENCE TO. UNLIKE APOLOGIES, THEY CAN'T BE SAID SARCASTICALLY OR EVEN RELUCTANTLY AND SELDOM ARE SAID AT ALL WITHOUT THE INTENTION OF ENDEARMENT. AS A MATTER OF FACT, APOLOGIES AREN'T ABOUT ENDEARMENT OR PROGRESS. THEY ARE ABOUT RECOVERY. THERE'S NO PRODUCTIVITY IN RECOVERY. NECESSARY AT IT SOMETIMES IS, APOLOGY, AT BEST, MERELY PROVIDES A PLATFORM FOR RESURRECTION. IT KEEPS YOU IN THE GAME BUT DOESN'T HELP YOU LEAD THE GAME. HERE IN AUSTRALIA, WE HAVE BEEN GUILTY OF CULTURAL APPROPRIATION. WE HAVE STOLEN HALLOWEEN FROM THE AMERICANS. IT MEANS NOTHING TO US SHORT OF A BIT OF FUN AND THE BONANZA FOR RETAILERS WHO SELL COSTUMES AND CONFECTION. HAD WE THOUGHT ABOUT IT, 'THANKSGIVING' IS THE TRADITION WE SHOULD HAVE APPROPRIATED. GRATITUDE IS YOUR KEY TO THE MIRACULOUS. VERBAL KARMA, RECOGNITION, ACKNOWLEDGEMENT, HUMILITY, ALL ROLLED INTO ONE SINGULAR NOTION THAT PUTS THE OFFERER OF IT INTO AN ADVANTAGEOUS POSITION. FOR THE MONTH OF MAY, LET'S TAKE A STRATEGIC LOOK AT THE NOTION OF GRATITUDE FROM A COUPLE OF DIFFERENT PERSPECTIVES.

U.S. President Harry Truman (right) once said, "It is amazing what you can accomplish if you do not care who gets the credit." The power of gratitude is often about the acknowledgement of someone else's contribution to what may have initially been your own idea. Or it may be that someone else just might be responsible for your victory. The subordination of the ego is a vital component to making sure that the gratitude you should display enhances your reputation. This is particularly important to team leaders. The flipside is ownership. Harry was good at taking ownership of bad stuff. His campaign slogan was "the buck stops here."



Here's a thought for team leaders. Consider the agenda for your next team meeting. The Golden Rule for meeting agendas is, "start out with a positive, get the bad stuff done in the middle and end with a positive." Considering your team's next move post the meeting is dealing with your customers, it's not hard to see the sense in this rule. In the real world however, leadership styles are as varied as personality styles; and ego plays a massive part. If you are seriously looking for growth, profit or any result that benefits your situation, be mindful of this rule at your next crisis meeting.



If you're on the front line in any sales/service/hospitality team, in ANY industry, you'll probably be aware of the need to display gratitude. What you really need is to understand the strategic potential in the application of gratitude. Especially as a means to offer a point of difference between you at a cultural level, above and beyond that offered by your rival to your guest or client. Virgin Airline pilots will often (not always) be heard just after takeoff declaring to passengers, "Thank you for choosing to fly Virgin. We understand that you have a choice." The thank you is great but the acknowledgement that the guest has a choice, is underlining the fact that the guest made that choice and chose Virgin!! "Appreciate" has two meanings – both of which are relevant to gratitude as a tactic. The first is to acknowledge gestures. The second and perhaps the more important, is to glean understanding. I recall years ago as a police officer, I arrested a serial vandal. He was very glib about it all. I said to him, "I hope you appreciate the trouble you're in." He replied, "Appreciate it!! Appreciate it!! Why would I appreciate it?" That poor bloke neither appreciated, nor appreciated what was going on. Come to think of it, "appreciate" has a third meaning and equally as important. It means "to grow in value." Relationships need to grow in value. If you follow any variant of a road to a sale or a selling sequence, here's a tip; start off with gratitude at your intro and complete the demonstration component, prior to closing the sale, with gratitude too. For example – at the start: "Thank you so much Steve & Paula for giving us here at Acme Industries, a chance to provide you with our services....." then segue into the consultation/demonstration phase. At the end of the demonstration phase say this; "I really appreciate the time you've given to me today....(shake hands if appropriate as it signifies an intention to wrap things up)I hope everything we discussed (a) made sense (or b) lived up to what you wanted to achieve (or c) was valuable for you. The response you'll get puts you in absolutely no doubt as to the method and likelihood of closing the sale.

HERE'S THE THING: WHATEVER YOU TAKE FOR GRANTED (HEALTH, PARTNERS, MONEY) WILL EVENTUALLY ABANDON YOU. THAT'S WHEN HONEYMOONS ARE TRULY OVER. THE WAY TO AVOID TAKING ANYTHING FOR GRANTED IS TO BE GRATEFUL. IT HAS BOTH A PHYSIOLOGICAL AND PSYCHOLOGICAL AFFECT ON THOSE WHO OFFER IT AS WELL AS THOSE WHO RECEIVE IT

THANKS THIS MONTH TO ALL THOSE WHO'VE PURCHASED MY BOOK AS WELL AS FOR THE FANTASTIC FEEDBACK