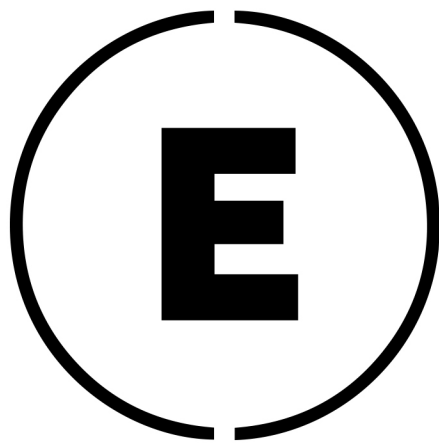




ESBA

GIVING GIFTS

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My number one takeaway from this video

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TAKE THE TIME TO SAY THANK YOU

Gratitude is a lost art in business. There are so many publications on how an attitude of gratitude can change your life and yet, it's taught more as a meditation technique than a lifestyle choice.

'Thanks' vs. thank you

Consider how many say thanks. When people express gratitude, it's a wonderful feeling. But did you know that even our word choice affects how gratitude is perceived? Think back to the last time you did something for someone else that was above and beyond what you *had* to do. If you received a 'thanks' then your work was acknowledged. However, if that person said, 'thank you' it was probably perceived by you as more sincere on a subconscious level.

Say these out loud and compare your perception of 'thanks' with a smile, thanks merely expressed, and 'thank you.'

Big difference¹?

Time = value

When you take the time to express your gratitude, this conveys more than your words. The time you take to *personally*, not corporately, express your appreciation speaks volumes to your recipient.

Consider receiving a gift basket. It's such a thoughtful gesture, but it can be automated by a corporation. You don't receive the gift and immediately think only about the gift. You're wired to want to know who gave you the gift and why. So when there is a personal note in there, saying 'Congratulations [Name] on your [new baby, new job, retirement],' the gift becomes personal and meaningful.

¹This is not to make you or your significant other change your personality but it does make you aware of how perception is everything. If you're going to make the effort to show gratitude, why not do it fully?

Ways to say 'thank you' in a corporate setting

Expressing your gratitude is a personal touch. Your time invested in another builds relationships very quickly.

The next time you want to show your appreciation for someone or something they've done for you, consider the following ways of expressing gratitude:

- Hand-written note
- Text
- Email
- Lunch date
- Send a physical gift:
 - Send them a [Greetabl](#) (includes a 15% off coupon)
 - [Teak & Twine](#) (our favorite + they're veteran owned)
 - [Marigold & Grey](#)
 - [BoxFox](#)
 - [A Signature Welcome](#)
 - [Simone LeBlanc](#)





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