



LEADERSHIP SERIES

Motivate Employees Through Words of Affirmation

As a leader, your words can be extremely powerful. What you say can motivate and encourage your team, but it's important to understand that it's not just what you say but how you say it. Take steps to give your employees the positive affirmation they seek by being specific and genuine in your praise. Plus, by showing your employees you see their value and appreciate them, they will be more likely to remain loyal and go above-and-beyond to help your operation thrive.

To the right are a few specific areas to consider when praising your team members.

01



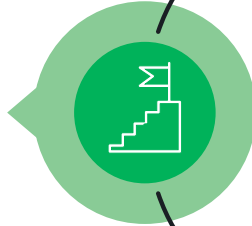
Praise their PERFORMANCE

Instead of just talking to your employees when things go wrong, it's important to seek out the positives and recognize what they've done well throughout the year, too.



I can't tell you how much I appreciate your work merchandising the endcaps on the power aisle this month. We've seen a huge increase in sales for the items you took the initiative to display in a creative way. Thanks for using your creative eye!"

02



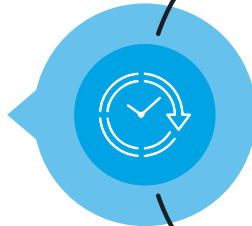
Praise their CHARACTER

Your employees will feel appreciated when the praise they receive isn't always tied to performance and results. By recognizing their character and leadership traits in your operation, they will feel understood and will continue to move in the direction you're praising.



The way you dealt with that upset customer last week with empathy, listening and de-escalating their frustration was a great example for the entire team. Rather than letting your emotions get involved, you were able to calm them down, fix the issue and save the future relationship with this customer. Thank you for showing our team how to handle tough situations."

03



Praise by affirming THEIR FUTURE

Employees are often fearful of losing their position or not having a future within the company they work for. One easy way to keep the top employees from leaving is by praising them and showing them where you see them in your operation in the future.



You have become an integral part of the team and I'm so thankful you joined. Moving forward, I want you to know that your role is important to the success of the store and we will continue to grow with your help."

04



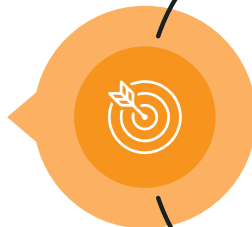
Praise by offering AWARDS

Employees that have gone above and beyond appreciate positive feedback. Adding in an unexpected reward, like time off, will make them feel seen and appreciated.



The work you put in planning and executing the successful grilling event last weekend was above and beyond. Please take your next shift off on us to rest and recharge."

05



Praise them by seeking their EXPERTISE

While you might be the owner or manager leading the team, you can always learn something from your employees. By recognizing an employee for a skill that they are talented in and asking for their advice, they will know they are valued and respected.



You have done such a great job at growing our followers on Instagram and I've seen it translate to new customers in the store. Could you show me how I can engage with our followers online? I'd love your help developing all of our social media efforts further."