

# A Thank-You Economy

In an article for the leading business magazine *Forbes*, author and bottom-line business expert David Horsager encourages companies to look at Thanksgiving as more than a holiday on the calendar.

Horsager was a keynote speaker at Life Care's annual management meeting this past August, and he received rave reviews in evaluations of his presentation.

In the *Forbes* article, Horsager said, "If we think about gratitude only once a year, we overlook the immense power of practicing it daily, especially in a business context."

He went on to say:

*A study by Bersin and Associates underscores the bottom-line implications of saying thank you in the workplace. It reveals that companies that "excel at employee recognition" are 12 times more likely to enjoy strong business results. If you aren't already a believer in the thank-you economy, just think about what it can mean to your business if you embrace the power of gratitude.*

Horsager declared that one of the key impacts of gratitude is the element of trust that it instills in a relationship: "When we express gratitude to one another, we are indirectly communicating that we respect the other person's value and are vested in their welfare. We can be trusted."

A company filled with mutual trust and respect is a successful company, he added.

Horsager's signature speech and nationally best-selling book, *The Trust Edge*, have inspired leaders and motivated teams – including Life Care's – toward greater results on four continents and across the United States.

Do you want a successful relationship with God? With other believers? With your church family? Then invest in gratitude.

A life characterized by mutual trust and respect is a successful life. If you aren't already a believer in the thank-you economy, as Horsager suggests, just think about what it can mean to your relationships – not just with your co-workers and company, but with God and with your brothers and sisters in Christ – if you embrace the power of gratitude.

It is the one sure way to communicate respect and value while building trust.

*For great is the Lord, and greatly to be praised, and He is to be feared above all gods (1 Chronicles 16:25 ESV).*

– Beecher Hunter