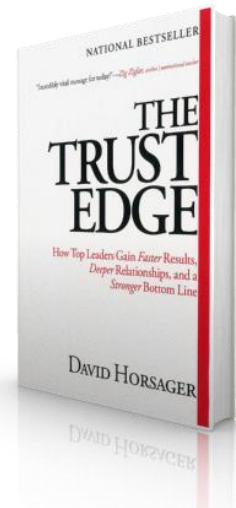


## Invest in a Thank-You Economy

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

“If we think about gratitude only once a year,” he said, “we overlook the immense power of practicing it daily, especially in a business context.”

Horsager brought his message to Life Care for our annual management meeting in 2013. He is an author, entrepreneur, professor and award-winning keynote speaker who researches and speaks on the bottom-line impact of trust. His signature speech and nationally best-selling book, *The Trust Edge*, have inspired leaders and motivated teams toward greater results on four continents and across the United States.



“A recent study by Bersin & Associates underscores the bottom-line implications of saying *thank you* in the workplace,” Horsager said. “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 goes on to say 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.”

And, he adds, a company filled with mutual trust and respect is a successful company.

Life Care and Century Park have a number of formalized programs to recognize and show appreciation to our associates, such as *Whatever It Takes And Then Some* for Life Care, *Going the Second Mile* for Century Park, *Rewarding Excellence Associate Recognition*, service anniversaries, and outstanding performance awards for associates and facilities bestowed at annual meetings.

These are all great and important opportunities to show our gratitude. But beyond them, a handshake or hug or a simple verbal *thank you* goes a long way in establishing respect and trust.

(more)

In light of Horsager's conclusions, here are some personal questions for each of us:

1. Do you want a successful relationship with God?
2. Within your personal family?
3. With residents and their families?
4. With your work associates?
5. With fellow believers?

Then invest in gratitude. A life characterized by mutual trust and respect is a successful life.

If you are not 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 – as important as that is – but with God and 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 instilling trust.

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

– Beecher Hunter