

The Power of Praise

“One thing scientists have discovered,” notes author Thomas Drier, “is that often-praised children become more intelligent than often-blamed ones. There’s a creative element in praise.”

Good leaders know that, fundamentally, their job is to help others make the most of themselves. Viewed in strictly commercial terms, that is their greatest contribution to their companies. Employees (we prefer the term, associates), he said, are a great untapped reservoir of energy. Leaders who can tap this source are valuable to any organization.

None of us likes to have his or her work taken for granted. Yet it can easily happen these days under the pressure of everyday business, especially when a person’s contribution gets blurred into a large effort and becomes impossible to identify.

This is one of the major psychological problems of big business and mass production industries. When people get the impression that their jobs and their work don’t really matter, the quality of their efforts tends to slump sharply.

It doesn’t take elaborate incentives to bring out the best in people. If you recognize their work – make them feel like holding their heads up because their jobs and the way they do them count for something – they’ll usually give you the best that’s in them.

Fortunately, most of the associates of Life Care, Century Park and Life Care at Home understand that they are on a God-ordained mission of taking care of His children, and that drives them to do *Whatever It Takes And Then Some*.

– Beecher Hunter