



THE NEW ELLIS GROUP

Monday Monday

Connecting the Dots with Karen Kaplowitz



*Helping you create and reinforce the habits of successful career building,
gleaned from my work as a business development strategist, trainer and coach*

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The Attitude of Gratitude. The “attitude of gratitude” is a very powerful tool, especially at this time of the year. It is a good time to take inventory of whether you have adequately recognized and rewarded the people in your circle who have contributed to your success. Here are some questions to consider:

- Do you have a receptionist who greets your clients warmly and makes them comfortable, especially when you are delayed?
- Does your assistant deflect a lot of demands on you by trying to resolve your clients’ questions and problems directly when he or she can?
- Do you have colleagues who put your clients’ needs ahead of their own clients when you are in a crunch or need their specialized expertise?
- Do you have clients who have loyally followed you when you have moved to a new firm?
- Does your office services staff insure that your projects get done even under extreme pressure?
- Do your friends in other firms refer work to you when they can?
- Does your family support you even when your schedule is erratic?

As Thanksgiving approaches, it is a good time to consider ways to show your gratitude in tangible ways.

Example: To acknowledge the people who make your success possible, here are some concrete ideas you might like to implement. Start by making sure you know the names of the people who work in your office so you can thank them by name [and greet them by name when you see them, too]. Next consider how you can acknowledge them to their superiors. If you have received terrific help all year from some people, they will appreciate if you take the time to let the firm management know they are doing a great job, even if you were not asked to write a formal performance review.

With the people who are closest to you, like your assistant and colleagues, this is the time to identify the ways in which they made a difference in your relationships with clients and to thank them appropriately. The associates you work with and your assistant don’t get origination credit for your clients but they are often the glue that keeps your clients stuck to you and your firm. At a minimum, they deserve your thanks.

For your referral sources, instead of thinking about what kind of wine to send them, think about how you can reciprocate with referrals or at least introductions to good prospects.

For your clients, consider what you can do to support them. Can you say thanks by arranging a dinner to introduce them to significant people in the community? Can you find a way to acknowledge their contribution to their company’s success to their senior management? Can you make a donation to a charity or group they care about?

Rather than worrying about conventional gifts, are you willing to consider showing your gratitude by acknowledging people and looking for ways to enrich their lives? Enjoy your holiday.

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