



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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Happy Thanksgiving. The “attitude of gratitude” is a very powerful tool especially at this time of the year. Do you routinely recognize and reward the people in your circle who contribute to your success? You may have a receptionist who greets your clients warmly and makes them comfortable, especially when you are delayed. Your assistant deflects a lot of demands on you by trying to resolve your clients’ problems directly whenever she can. You have colleagues who put your clients ahead of their own when you are in a crunch or when you need their specialized expertise. You have clients who have stuck with you even when you have changed firms. Your office services staff insures that your work is ready under extreme pressure. Your friends in other firms refer work to you when they can. Your family supports you despite your often erratic schedule.

Example: The holidays are a great opportunity to acknowledge the people who make your success possible. Start by making sure you know the names of the people who work in your office so you can thank them by name. 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 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 are often the glue that keeps them 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 with their senior management? Can you make a donation to a charity or community 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.