

Showing Gratitude

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When it comes to public relations, showing appreciation to others goes a long way in creating a positive image. One of the first superintendents that I worked for made a real impression on me when it came to dealing with people who work for you. He always made sure people knew they were valued and that he was thankful for what they did. Sometimes it was a simple gesture that he made to show his appreciation, and other times he made it a more public display.

It is important to let those people who make our lives easier know that we value them and recognize their day to day efforts. Many times a few simple words is all it takes. Personally for me, I show gratitude through verbal expression.

Occasionally, I make sure to thank each employee personally for his or her contribution to a work day. This may be just a

few simple words, but I know those words make a difference in our working relationship.

Gratification comes in many forms and it doesn't always have to be a material reward. Here are a few simple examples:

- Verbally thank your employees after a long day or upon completion of a project. It is simple way to say "job well done" and it means more than you may think.
- Drop a note to a distributor who went the extra mile to help you out in a tough situation. They'll be much more apt to help you out in a pinch again if they feel valued.
- Communicate to a Green Committee or Board member whom you feel connected to that you appreciate their commitment to the maintenance operation.
- Stop and talk to a golfer to let them know you appreciate them choosing your

golf course for their play.

- When you meet with someone who isn't directly related to the industry, remember that a simple note can go a long way in future meeting and opportunities.

There are many other ways to show the people around you that you appreciate them. With all the forms of communication we have today it could only take a second to thank someone. Texting, voice-mails and emails are the most commonly used, but don't forget the importance of a personal note sometimes.

This is the time of year for happiness and thanksgiving. Take some time to let those around you know you are thankful for what they do. When it comes to public relations never take those around you for granted.

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