

The Power of Thank You: Connecting the Dots from Recognition to Performance and Profitability

Some Thoughts...

Many know us as a growth-oriented business – just like so many of the clients we serve. We pay close attention to our culture, business plans and operational systems to ensure that we consistently deliver high-quality service and achieve profitable growth. Like other business owners, we notice it often sounds easier than it is. Also as business owners, we can get caught up in daily operational demands– especially during tax season – and then need to step back and reflect in order to regain leadership perspective. Having just gone through such a cycle, several key points come to mind that may hit home for your business as well as ours.



One, it's a good time to recognize our staff members for all the extra time and effort that tax season demands. From our newest employees to our veterans, a "thank you" is in order. We encourage every business owner to stop and consider if you're up to par on your "thank you quota" – and then think about the power of that simple moment of recognition. Reinforcing the "good thing" you observed an employee do is a solid building block in a successful operation; it's the right thing to do and it's good for business.

Second, we give fresh consideration to the value and importance of employee recognition as part of overall development. There are an untold number of studies that highlight the direct connections between engaged employees, enhanced productivity and improved bottom lines. Understanding the business of effectively supporting employees (and not just your natural super stars either) is right in the midst of an effective leader's wheelhouse. It is another of those essential but "it's not easy" challenges.

..And a Recommendation

We thoroughly enjoyed a Forbes article - [New Research Unlocks the Secret of Employee Recognition](#) – that speaks to the things we're reflecting about. It does a good job of driving home research and recommendations that every business leader can benefit from with respect to employee recognition and its business value. It offers ideas you can put into practice right away.

We love feedback. We spend a lot of time thinking about our business and yours. When we share ideas or recommend an article or resource we like to know if it was useful so let us hear from you - and thanks! [Contact Us.](#)

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