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Campaign 2025

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DECEMBER 2024

The Gift of Yourself

The holiday season is all around us and we are busy and sometimes consumed with the preparations. For many of us, that includes finding the perfect gift for other people. Why do we wait until this season to give gifts? We can give gifts throughout the year with the perfect gift being the gift of yourself.

Do you ever buy a card for someone's birthday, holiday, or special celebration? Have you noticed that most of the sentiments written share the same sentiment of wishing we had "taken the time to tell" the person how we feel. While that is probably true, it does not need to be so. We do not have to wait for a card-giving moment to tell another they are special.

You might think that this message is not for work; only loved ones in your life get cards and gifts. However, think of it this way. Two of the most powerful words we can say are "thank you"—in all its forms, including "I see you" ... "I appreciate you" ... "You make a difference." When people are told, "We couldn't have done this without you," the real message being delivered is, "You are loved."

It's a fundamental truth of our human nature: We all want to be loved; we all want to belong. This is the power of affiliation—of relating and connecting to others. As research shows, that is a major motivator. It is the emotional side of leadership. As Ken Blanchard, the leadership guru, likes to say, "It's catching people doing things right."

So how do we do it?

Be intentional. Believe it, mean it, say it, do it. Do it in the moment ... and often.

Recognition needs no holiday. Give the gift of yourself.

Tell us about a time when you gave or received a gift of self. Your story might be shared in a future "Small Actions, Big Results" article. When you submit your story, you will be entered into a drawing for a gift card. Wishes for success with your gift-giving and for winning a gift card!

[Let us know!](#)

Look for February's topic about kindness to others through active listening.