

# the Art of Appreciation

Our customers deserve more than the action of just saying thank you. Gratitude is more about the heartfelt feeling or emotion of appreciation. Expressing gratitude gives us the opportunity to show our clients we care about them and their business.

This month, focus your effort on letting those we serve know they are always our number one priority and we sincerely appreciate the honor to serve each and every guest.

**“Being told you’re appreciated is one of the simplest and most uplifting things you can hear.”**

Sue Fitzmaurice  
Non-fiction Author



set **High standards**  
express **Empathy**  
show **Respect**  
display **Optimism**  
be **Effective**  
find **Solutions**

**COMPLETE THE FOUR ACTIVITIES FOR THIS TOPIC THROUGHOUT THE COURSE OF THE MONTH.**

**Activity #1**

Review the Hospitality Training poster for the month of September.

“Be verbal in acknowledging your appreciation.”

– Catherine Pulsifer

Everyone enjoys being appreciated. Think about how being acknowledged for your hard work makes you feel. Share with your team a story of when you were recognized for your hard work. Explain how you were appreciated along with the reason why you stood out. Share how you felt after someone acknowledged your great work. After hearing everyone who shared their stories, think about how you can recognize your fellow team members. Make a commitment to take the time to thank others whether it is a verbal compliment to the individual(s) or taking the time express it on a recognition board.

**Activity #2**

You understand the importance of hearing ‘thank you’ or being recognized for your hard work. How do you think our guests feel when they are shown appreciation for their business? It only takes mere seconds to say thank you, but providing a genuine smile on our faces and a heartfelt statement of appreciation really personalizes our interactions. Practice different phrases we can say such as, “I really appreciate your patience while I prepare your meal” or “Thank you for stopping in, we appreciate your business”. These statements should come naturally and should feel as though you honestly care.

**Activity #3**

A great way to express gratitude is to be timely and more specific than just a mere ‘thank you’. John F. Kennedy once said, “As we express gratitude, we must never forget that the highest appreciation is not by utter words, but to live by them.” The greatest way to show appreciation is by our actions. Always deliver quality food, exceptional service to our guests and a strong sense of teamwork to our team members.

Think of other ways you can express gratitude to each other and with your guests. Work as a team to make strides to really acknowledge one another and our guests.

**Activity #4**

Think about the items you are grateful for and share them with your team. Make it a part of your daily activity to take the time and show gratitude towards your fellow colleagues, your customers and anyone you come in contact with. Be sure to take the time to recognize positive behaviors. Each one is important and needs to be acknowledged which results in a more positive work environment. Remember, we all like to know we make a difference and our customers like to know how much we value their business.