

# UNLEASHING A CULTURE OF GRATITUDE



## grat-i-tude

*/ˈgrɑ-tə-tūd/*

“The state of appreciating benefits received; the state of being pleased or contented.”

## cul-ture

*/kəlCHər/*

“The beliefs, behaviors, and values developed by an organization’s leaders that are acted out in day to day work.”

## Which statement sounds more like your organization?



It's a myth that demonstrating gratitude doesn't have real impact on your business. But the good news is that becoming a more grateful organization is neither expensive nor time-consuming. It's about small acts that have big impacts.

## HOW TO USE THIS WORKSHEET

Whether you lead a team, department, or organization, unleashing your culture of gratitude starts with a conversation. Here's how to use this worksheet to foster dialogue with your team to identify how well you (and your organization) currently express gratitude and opportunities to improve.

- 1 **Reflect** on how your organization is doing for each item using the scale.
- 2 **Share** the worksheet with a few of your colleagues as well as members of your team.
- 3 **Find time** to compare notes and explore any differences. Don't worry about changing things yet; just listen to understand.
- 4 **Identify** your top strengths and priority opportunities. Then, ask your team, "How might we...?" questions. Model trust and embrace new ideas!

*Rate each item based on the following scale:*

- 1 = Just wouldn't work here
- 2 = Might feel strange
- 3 = Could easily fit here
- 4 = Already happens

# I regularly show gratitude in the following ways:



**Add up your scores to see where you fit:**

- Not really grateful      15 – 25
- Sometimes grateful      26 – 37
- Decently grateful      38 – 49
- Super grateful      50 – 60

*Disclaimer: This is anecdotal, not scientific.  
Use it to start a conversation!*

**RATING**

Thank someone for responding to my email or phone call in a helpful and timely fashion.

Send emails with the single purpose of expressing my appreciation for someone’s work, attitude, or approach.

Keep all comments about customers or clients positive, expressing gratitude for their business.

Thank someone for answering an email or phone call after business hours.

Go out of my way to personally recognize someone’s good work, even when they are “just doing their job.”

Regularly give praise and positive feedback to my team.

Thank someone for giving me feedback.

Craft handwritten notes or personal emails to praise someone who goes above and beyond.

Acknowledge others’ value by asking about their availability and interest before adding work to their plate.

Show my appreciation for others in advance for completing a task I am requesting.

Thank someone for rescheduling a meeting for me.

Acknowledge someone for asking a good question or answering my questions.

Thank people for their time spent in meetings or presentations, even when they are regular standing meetings.

Thank someone who offers me a new challenge or opportunity to learn and grow.

Give a small gift or handwritten note to someone who helps me on an ongoing basis (or with a particular challenge or issue).

**TOTAL**

**As an organization,  
we regularly show  
gratitude in the  
following ways:**



**Add up your scores to see where you fit:**

- Not really grateful      09 – 15
- Sometimes grateful      16 – 22
- Decently grateful      23 – 29
- Super grateful      30 – 36

*Disclaimer: This is anecdotal, not scientific.  
Use it to start a conversation!*

Begin team meetings by asking for volunteers to recognize others' achievements or express their thanks for help or great work.

Internally express our thanks for partnerships that have helped us advance (whether that's our accounting firm or the janitorial service provider).

Hear from leaders who attribute our business results to the efforts of specific individuals or teams.

Highlight high performers on our intranet or another form of internal communication.

Celebrate the achievements our people make outside of work (such as organizing charity events, running a marathon, etc.).

Acknowledge that our success is dependent on some factors outside of our control (such as market influences, economic environment, etc.).

Express thanks for our community when we contribute time and resources to worthy causes.

Follow a service model based on gratitude for our customer.

Internally celebrate customers or clients by expressing our appreciation for their business.

**RATING**

**TOTAL**