

What is it that babies cry for and the elderly yearn for? Is your first guess food? It might be, yet in this example, it isn't. Is it the need for sleep? Perhaps for the baby yet most elderly who may appear tired are often alert and full of vitality.

The answer is found in the concept and act of seeking **RECOGNITION**.

When babies cry out, it may be that they are hungry, require a diaper change or comfort with a cuddle. Because they can't talk, they seek attention by crying out until their need for comfort or bonding is achieved.

The elderly are experts in a plethora of life time skills they have developed through observation, conversation and experience. Yet 'mainstream' society is not patient at listening nor in giving our elderly the recognition or patience they may deserve (or crave). As people age past 70, there are fewer ways for this demographic group to get personal recognition.

Some firms and volunteer organisations are masters with this concept. They do give the elderly recognition by having roles for them as volunteers that creates personal connection, value and contributions from their helping endeavours.

People who are often in the sunset of their lives do not receive the same recognition they used to. This can be difficult for this group in society to adjust to. It's can be a real challenge to keep this group motivated, yet numerous cities and countries are keeping their elderly engaged by involving them in community and special events on a regular basis.

Praise as Pay

I travel on a regular basis on trains, planes, cabs and ferries to be with our clients. I fly between 40 to 65 regional and international long haul flights per year in my work as keynote speaker, workshop facilitator and MC at Conferences and team kick off / training events. I don't fly as much as some colleagues or clients yet I travel more than most people including many part time airline staff whom I meet.

Having been on hundreds of flights and countless other means of transport over the years, I often see special moments while travelling. This gives me the opportunity to praise people who are serving customers and creates a positive impact on them that ripples onward to others.

As a passenger, I actually pay attention to the flight crew when they are going through their on board safety demonstration. After they finish and are walking the aisle towards me, I might say, *'that was the most informative and enthusiastic flight safety demonstration I have seen lately....well done'*.



A large smile appears on the flight crew member's face at the moment of 'recognition' because I was actually watching them. As the flight progresses and the crew start to serve complimentary drinks, I often receive extra snacks, main meals, drinks or cocktails because the crew member(s) recall where I was sitting and my *'well done'* comment.

Catch someone doing something Right

Nearly every week, I have a top experience with good people in the services industry who do a good job, however there are some who really stand out as customer service professionals. I contend these CSP's are adequately paid in their roles at restaurants, hotels, airport check in counters, on planes or as attendants in retail outlets however ...

When someone does an **exceptional job** that saves me time, money or makes the experience awesome, I make a point of thanking them on the spot. It's my way of *'catching someone doing something right'* and in doing so, the chances of them repeating this behaviour again is amplified many times over with others.

For example the conversation might go something like *'Hi Karen (or John), I appreciate your service and for taking good care of us today with our meal (or coffee, tea, drinks or whatever it is they are doing). I can see you have been pretty busy yet you found a way to give us outstanding service.'*

*Karen (or John) I can't give you a raise in pay however I can provide some **recognition** of your service and hopefully my **recognition** will help you get the raise that you deserve. I am happy to follow this up with an e-mail or note to your boss or supervisor to share what I have seen if you feel it might be of help to you.*

Like I said before, if someone does an **exceptional job** that saves me time, money or makes the experience awesome, I make a point of thanking them on the spot. This doesn't take long, it's easy to do and it creates really good energy for the two people involved....YOU and the other person whom you have recognised.

Not long ago my wife, two friends and I travelled to Johannesburg and Cape Town to visit Australian friends who had transferred from Singapore to South Africa. Their move was due to a global realignment and became a promotion for our friend Peter to VP / General Manager of South Africa for a multibillion dollar international market leader.

Our Singapore Airlines 12 hour, east to west flight was long yet comfortable. After a decent night's rest, the next morning my travelling friend Michael and I were guests of Peter to play 18 holes of golf on a course designed by South African PGA Champion, Gary Player.

In learning more about Peter's new VP/ GM role, Michael and I asked him a variety of questions to see how he was enjoying the new job and responsibility. Peter said that among the first things he did was to purposely visit and meet each of the senior, junior and front line team members in the various South Africa regional offices.

Being innovative and creative, he then had hundreds and hundreds of flying discs made like the one in the photo to the right with its simple, yet powerful human relations phrase.

He had the flying discs sent to all of his South African teams' offices or homes with a welcoming letter as the new country VP/ GM. It quickly affirmed that they were each an important 'COG' in his plans to progress the business and with their help in owning their role and help with customers, clients and colleagues.

The impact of this was immediate. People could feel the team culture that Peter was looking to create could gel the leaders and ignite workers. And sure enough, higher performance and productivity standards occurred which helped stimulate growth, teamwork, new sales and customer service stories to help build new momentum.



Four simple tips to help you RECOGNISE others in 2017

1. Awareness: Keep your head up. Look to your left, right and in front to observe people in their role or job. Most of society is now looking down to read their phone for the next sms, email or watch an on line streaming show. While you may do this at times, be more aware and observe those whom are serving you with a coffee, tea or meal.

2. Listen and Praise: Sometimes a conversation or situation that is occurring near us is more than just 'noise'. It's a chance to listen and perhaps praise someone for doing a good job. Like the airplane safety demo example, if we pay attention to others, it might have an immediate (*and unexpected*) bonus or pay off factor to us.

3. E-mail: When you see someone doing something well, ask them if they might like a few words in a message to their supervisor about what you've experienced. This will not apply all the time, yet it's amazing how many people will say **yes**. You will stand out when they know you want to compliment them versus a complaint.

4. LinkedIn: With millions of people involved with social media and professional profile pages, it's easy to ask others if they would like to connect. You can also make a recommendation or tick the boxes of their expertise or skills that will help them and in turn, they will be much more likely to return the favour to you.

If you use one or two of these tips, you will quickly expand your professional network and contacts base. If you use all four, you will have more fun, joy and grow incrementally in your mind set and the art of **RECOGNITION**.

Give it a try and let me know how you do during 2017.....the '*Year of the Rooster*'.



Rob Salisbury B. Com., CSP, global speaker, corporate speaker, facilitator and popular MC has been hired over 2200 times by 620 global firms, Universities, Associations and Chamber of Commerce in 24 countries and 55 cities.

A former two-term President of the Sydney and Canberra Chapters of the Professional Speakers Association of Australia with nearly 300 financial members, Rob is a recipient of numerous global awards for service to associations, peers and industry clientele.

Reach him through SRI Singapore on +65 9017 1825 or SRI Australia +61 412 414 835
Email: rob@strategicresources.com.au or connect on [LinkedIn](#)

Complimentary e-books can be downloaded at www.strategicresources.com.au