

# CREATING MOMENTS OF THANK YOU

GIFT·OLOGY®

Relational leaders - even the best of us - often miss moments of celebration, congratulations, or condolences. What is your team's playbook whenever you hear there is cause for:



## CELEBRATION

- Birth of a child or grandchild
- Child's graduation from school
- Child's acceptance into college
- Child's major achievement (sports, academic, etc.)
- Wedding or engagement
- Anniversary milestone (e.g., 10, 20, 30 years of marriage, etc.)
- Family vacation or relocation to a dream destination
- Child's first job or internship
- Partner's milestone birthday (40th, 50th, etc.)
- Retirement of a family member



## CONGRATULATIONS

- Promotion to a new role
- Hitting a major sales target or revenue goal
- Launching a new product or service
- Winning a professional award or recognition
- Expanding their business (e.g., opening a new office)
- Celebrating a business anniversary (e.g., 5, 10, 20 years in business)
- Hiring a significant new team member or executive
- Securing a major client or partnership
- Being featured in industry news or publications
- Successful completion of a major project



## CONDOLENCES

- Loss of a family member (parent, sibling, etc.)
- Death of a spouse or partner
- Passing of a close friend
- Serious illness or hospitalization of a family member
- Miscarriage or loss of pregnancy
- Loss of a family pet
- Divorce or separation
- Major financial hardship or business loss
- Accident or injury to the referral partner or loved one
- Mental health struggles (shared in confidence)

**“Though I don’t always succeed, I try to show up in these moments. If a friend writes a book, I buy a pile of copies, read, review, and promote it. If somebody is proud of something, my team and I cheerlead by liking, commenting, sharing, or shouting-out. In condolence moments, if the opportunity shows up for a version of a GoFundMe, I want to be one of the first names on the list. I’m not doing this to get a thank you. And when I do, I’m not asking for referrals. But crazy enough, the recipients of these gestures seem to show up with referrals.”**

**JOHN RUHLIN**