

## Executive Summary

- ❖ Book: The 5 Languages of Appreciation in the Workplace – Gary Chapman & Paul White
- ❖ Overall Summary:
  - This book in general focuses on showcasing to employers/supervisors/managers the 5 languages of appreciation, why they are crucial for retaining motivated employees, and how to implement its usage into the workplace. The book itself is unofficially separated into 4 main sections: Chapters 1-2 explaining how appreciation is an investment into your business, Chapters 3-8 explain each what each language is (and why it is important to discover your preferred and least preferred language), Chapters 9-14 generally refer to implementation of the languages and common mistakes/questions that arise from using the languages, and Chapter 15 provides you with the MBA Inventory Code to identify what your top two and least preferred languages are with action steps for showing appreciation with those languages.
- ❖ Highlights from the book
  - (Page 22) Next to physical survival, the greatest need of a human being is psychological survival, to be understood, to be affirmed, to be validated, to be appreciated
  - (Page 23) Recognition is largely about behavior. “Catch them doing what you want and recognize it,” the books say. Appreciation, conversely, focuses on performance plus the employee’s value as a person Recognition is about improving performance and focuses on what is good for the company. Appreciation emphasizes what is good for the company and good for the person
  - (Page 27) The single highest driver of engagement, according to a worldwide survey conducted by Towers Watson, is whether or not workers feel their managers are genuinely interested in their wellbeing
  - (Page 34) Belief: Most managers (89 percent) believe employees leave for more money, while only 11 percent of managers believe employees leave for other reasons. Fact: However, in reality, only 12 percent of employees reported leaving for more money, while 88 percent of employees state they leave for reasons other than money
  - (Page 41) [High] employee engagement has been shown to impact customer satisfaction
  - (Page 109) Here is a fact that can save you a lot of time and emotional energy, if you are willing to accept it: a person’s lowest language of appreciation *really* is not important to them.
  - (Page 117) It is true that rewards do tend to motivate those who receive them to continue their high level of performance. However, they are less effective in motivating those who do not receive the reward. On the other hand, appreciation, when expressed in the primary appreciation language of the individual, tends to motivate each team member to reach his or her potential
  - (Page 163) The question is not, “Do you appreciate your coworkers?” The real question is, “Do they *feel* appreciated?”
  - (Page 186) In fact, we openly encourage supervisors not to attempt to communicating appreciation if they truly do not appreciate the team member. Going through the motions of communicating appreciation when there is not a genuine basis for it will do real harm to the relationship between the supervisor and the team member

- (Page 190) The most effective communication of appreciation and encouragement occurs when the message is sent in the language of appreciation most valued by the receiver

#### ❖ Analysis & Recommendations

- Before reading this book, I advise that you start by using the provided MBA Inventory code to identify what your primary, secondary, and least preferred languages of appreciation. Next skip to Chapters 3-8 to learn what each language is and how to use them. This will make it easier for you to understand how the languages work by being able to refer to your personal example and show why its important to identify the preferred and least preferred languages of the intended recipient. Once this is finished reading the rest of the book depends on what you want to learn about the languages. If you are unconvinced as to how showing appreciation makes financial sense then read Chapters 1-2 for studies and statistics on why it works. If you struggling with questions on implementation refer to Chapters 9-14 (I advise looking at the table of contents to see which specific chapter would be most useful). Overall though the main concept to keep in mind while reading the book is that learning and using these languages to show appreciation is necessary because effective praise keeps employees motivated to work harder, prevents good employees for quitting, and provides a way to “compensate” employees for their work without using financial incentives.
- How to implement this book in the workplace
  1. To effectively implement this book, start by identifying all the managers and supervisors within your organization that have regular contact with the employees in your organization.
  2. Next, bring them into a meeting to introduce the concept of showing appreciation and explain why it is crucial for increasing the work efficacy of employees (note that if you struggle with this part refer to Chapters 1-2 for stats to back this point up)
  3. After explaining the concept of appreciation identify which managers/supervisors are most on board with the idea and provide them with a copy of the book (Ideally you want this to be everyone, but it is important that in the beginning you only train willing volunteers to use the languages in order to later convince nay-sayers to take it seriously)
  4. Once they have finished reading the book and taking the MBA Inventory, they can share their preferred and least preferred languages and begin to practice its contents on each other to get used to showing appreciation (note that this step may take sometime as initially it will be easy to dismiss the appreciation as insincere due to it being part of training program)
  5. As they practice using the languages encourage them to start creating personal lists that identify what works best for each volunteer so that they build the habit of personalizing appreciation to each employee
  6. After everyone has had a chance to get used to the process, begin to implement its use on the volunteers’ direct reports, co-workers, or clients (during this phase it is advised that the volunteers implement the languages on 1-2 people at a time so that they don’t become overwhelmed with learning everyone’s preferred languages at once)
  7. Eventually this will lead to other people noticing the change within management and should with luck convince any initial doubting managers to join onboard the system and hopefully encourage other non-manager employees to look into using it as well