



Crisp Video



Connecting With Gratitude: The Guaranteed Way to Empower Your Team and Grow Your Firm

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Chris Schembra is the best-selling author of *Gratitude and Pasta: The Secret Sauce for Human Connection*, an expert on human connection and building environments of trust and collaboration, and a sought-after speaker who packs a powerful punch. In this Crisp exclusive dial-in, he'll be sharing his best insights and actionable strategies to leverage gratitude, empower your team, and grow your firm to new heights.

Why is Gratitude Important?

- By establishing a gratitude mindset you can grow human connections.
- 51% of American report being lonely.
- Gratitude is emotional state that is easy; it has an immediate impact on yourself and your ability to lead other people.
- Gratitude is the acknowledgment that we have received something of value from others. It's something that arises from a posture of openness to others, where we are able to gladly recognize their benevolence.

What are the Benefits of Gratitude?

- Gratitude has the power to heal the broken relationships. Gratitude has the power to inspire motivate and energize entire teams into action.
Most people think that time is more valuable than money, ENERGY is more valuable than both.
- Gratitude has a profound impact in the workplace.
- 81% of working adults say they would work harder if their boss were more grateful for their work.
- 94% of workers acknowledge that a boss who expresses gratitude is more likely to be successful.
- According to PwC, every \$1 spent on emotional well-being yields a \$2.30 return in productivity.
- Inspired employees are 225% more highly engaged. Highly engaged employees lead to 21% increase in productivity and 20% increase in sales (Gallup).
- 59% of employees say that health and wellness benefits are important for increasing loyalty to their employer (MetLife).

How Can You Apply Gratitude to Your Business?

- Highly engaged customers buy more, promote more, & demonstrate more loyalty.
- Cycle of Gratitude: Gratitude, Happiness, Referrals,
- Google's "From Promotion to Emotion" study found that buyers with a strong emotional tie to your brand are:
 - 5 times more likely to consider buying from you
 - 13 times more likely to purchase
 - 30 times more likely to pay a premium
- Gratitude doesn't always mean gifts: you can also share your time, service, giving connections.
- Quick Applications of gratitude: celebrate the small wins, give gratitude often, build your empathy up