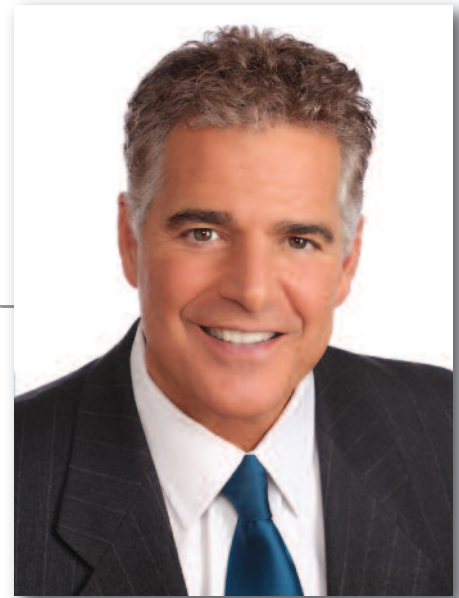


# Last Word with... Steve Adubato



**EDGE:** How important is it to express appreciation to others in your business and personal life?

**Adubato:** Expressing how much you appreciate those who have been helpful and supportive is one of the most productive and meaningful things you can do. Wall Street and Washington may be out of your control, but you *can* control the way you communicate. Especially in these difficult times, it is key to have gratitude and thank others.

**EDGE:** That thank-you list might be a long one.

**Adubato:** The trick is to take a step back and prioritize, so that the process of saying “thank you” does not become stressful. This should be a positive process, one that makes you and others feel good, not overwhelmed. In terms of your professional life, start by identifying the Top Ten most important people impacting your business. They can be customers, vendors or even colleagues. Do the same for the important people outside your business, including friends and family.

**EDGE:** What’s the best way to communicate your appreciation?

**Adubato:** I think you customize your communication around the individual. Some people will simply appreciate a personal e-mail that makes it clear why you are saying thanks. Others might prefer a handwritten note on your stationery, as opposed to business letterhead. Another way to let people know you appreciate them is to simply pick up the phone. If you don’t get that person directly, leave a voicemail explaining why you called. Also, be sensitive to the other person’s reality. While some would appreciate a lunch, dinner or a cup of coffee, others might view “face-time” as a burden. Time is an extremely precious

commodity, especially these days, with everyone trying to do more with less; inviting someone to get together could be seen as a nuisance. Be selective and be strategic.

**EDGE:** Don’t the people who are important to you already know it?

**Adubato:** In some cases, yes. But that’s not the point. By taking people and relationships for granted, we communicate on some level that we don’t care all that much, even if that’s not our intent. Very often in relationships, be they at work or at home, customers, colleagues and significant others will complain that they don’t feel appreciated. A proactive communication plan avoids this outcome. It all comes down to letting others know how much you care. Don’t assume people are aware of how you feel without your articulating it. If you wait too long, you may not get the chance.

**Editor’s Note:** Steve Adubato, PhD is an Emmy Award-winning broadcaster on Thirteen/WNET (PBS) and the author of *Make the Connection* and *You Are the Brand*. He has appeared on FOX 5 and the TODAY Show as a communication expert. Steve has a longstanding relationship with Trinitas Regional Medical Center, having worked with President and CEO Gary S. Horan to establish the Trinitas Leadership Academy. For more practical, tangible and easy-to-use communication tips, log onto stand-deliver.com. Find Steve on facebook at [Facebook.com/SteveAdubatoPHD](https://www.facebook.com/SteveAdubatoPHD).