

# GREAT LEADERS OUTLAW

## GOOD JOBS!



Most every one of us has experienced it at some point before...

You have probably all seen it happen to others on countless occasions.

It transcends every industry, sport, gender, and situation.

Somebody does something worthy of praise. They look for validation from their team, awaiting accolades from a manager, and then they often unfortunately hear the most deflating phrase in the history of sport, education, and business...

They hear: "**Good Job!**"

And in the midst of their proud moment, the cold, clichéd "**good job!**" comment thuds clumsily against their ears and drops to the floor - never to be internalized or appreciated as a sincere or thoughtful appraisal of their efforts.

The opportunity to create a meaningful moment that they might secretly treasure and recall for decades passes, and the chance to encourage any similar future success is lost.

Instead of providing tribute to a specific behavior – saying something that would instill a desire to repeat in order to enjoy similar praise – an inexperienced leader or teammate offers this trite phrase, ignorant of the missed opportunity that **"good job"** represents.

Great teammates, and leaders in any field recognize what their less effective counterparts may not – the more specific your praise, the more likely the behavior is to be repeated!

And research confirms that specific praise improves your bottom line.

According to a 2022 article by [TeamStage.io](#), Recognizing quality work and achievements increases profits by 29%.

And in 2020, [OfficeVibe](#) reported that 82% of employees think it is better to give someone praise than a gift...



As a basketball coach, I did not learn this lesson for years, though.

The air of every gym is filled with **"good jobs"** by well-meaning peers, parents, and other players. But somehow, over time, experience offers enough examples that a wise coach will see how specific praise motivates an athlete to do important things again – so he or she can be recognized for his efforts and hear it again.

[Winning Teammates](#) and leaders recognize how powerful specific praise is – because instead of motivating one athlete, a coach's specific praise will inspire every teammate within earshot of exactly WHAT behavior is desired and rewarded.

The job of a great leader is to **be specific** in defining exactly what THAT behavior is.

And the beauty is that specific praise isn't only a powerful tool for athletics.

Instead of greeting Bob with a handshake and a **"good job!"** at the next sales meeting for taking over first place for most units sold that week, you can choose to say something much more impactful.

A Great Manager might say: ***"Congratulations on your #1 sales spot this week, Bob! That extra time you spent building product knowledge and preparing to overcome objections helped to increase your close rate 30%!"***

While Bob is reminded of the process actions that helped result in his success, it won't be only Bob who benefits from that accolade.

Bob's teammates and coworkers want to be recognized for their achievement as well – and there's a very good chance they may also repeat what he did in hopes of getting similar praise... along with enjoying the benefits and results his efforts created.

We all want recognition...

We all want to be praised...

But if you don't tell the person WHAT they specifically did that was praiseworthy, and how it affected the team... how will they know what to do the next time they want to get that same recognition for making a positive impact?

You want to add daily effective practices that inspire more productivity and morale!

You also want to remove all practices that diminish performance or contribute to vagueness and miscommunication.

**So from now on you should outlaw all "good jobs" in your organization.**

What is defined and specific is repeatable –

And effective praise shares exactly what was done how it positively affected the team.

So, what will you say instead of **"good job?"**

What specific praise will you share to make your teammate feel SEEN and APPRECIATED for doing well this week?

THAT is what will help your coworkers and your organization continue to improve...

Sharing effective appreciation is part of the [Rapid Teamwork](#) framework of five essential steps for building a more positive and profitable team culture. In this newsletter I look forward to sharing helpful articles and ideas to help you lead your team and build a healthy culture that allows your strategy to succeed!



Sean Glaze delivers engaging [conference keynotes](#) and interactive [team building events](#) that help healthcare and education leaders build more positive and profitable cultures.

Sean is also an author, and each of his four books, [The Unexpected Leader](#), [Rapid Teamwork](#), [The 10 Commandments of Winning Teammates](#), and [Staying Coachable](#), are entertaining parables with powerful take-aways for team growth and leadership!

*What issues are YOU dealing with that would disappear if you could [build a team culture](#) that inspired connection, accountability, and a team-first attitude?*

