

## Leadership Commandment 5: [Do Right By Those Who Do Right](#)

Some people call it ‘positive reinforcement,’ others, a ‘motivational strategy.’ Still others label it ‘common courtesy’ – a sign of appreciation. But most folks refer to it as ‘RECOGNITION.’ And it’s one of the biggest unkept secrets!

Recognition fosters job satisfaction, builds self-esteem, and reinforces desired performance. It supports quality, strengthens trust and loyalty, and helps shape cultures that attract and keep the very best people. Yet, despite these widely accepted and well-documented benefits, far too many recognition opportunities are being missed in far too many organizations, every day.

We do it not because we are bad people, but because we are human...and we sometimes lose sight of what’s truly important. But we can change that. YOU can change that – by following the fifth commandment of leadership: [Do Right By Those Who Do Right](#).

*Of all the activities you engage in as a leader, “catching people doing things right” – and recognizing them for it – needs to be one of your top priorities.*

*Recognizing good performance gets you MORE of it. Why? Because whenever you recognize any behavior, you also reinforce it. And, with few exceptions, Reinforced Behavior is Repeated Behavior.*

Make sure the recognition you provide is...

- **Timely** – Don’t wait. Acknowledge the performance or contribution as soon as possible after it takes place.
- **Specific** – Tell team members exactly what they did that was right and good.
- **Sincere** – Tell team members what their positive performance means to you personally.
- **Individual** – Focus on individuals rather than groups. Fact is, not all team members contribute equally – and they know it.
- **Personal** – Adjust the style and method of your recognition to each receiver. Some like public praise...others prefer private chats.
- **Proportional** – Match the amount and intensity of your recognition to the value of the achievement.

**Take Away...to Remember:** When team members perform well – when they meet or exceed your expectations – when they live up to their responsibilities and contribute to the mission, they deserve positive consequences in return. As the leader, it is up to you to give them what they have earned. It is up to you to remember and apply the fifth leadership commandment: [Do Right By Those Who Do Right](#)