



## 3-MINUTE IDEA EXCHANGE

### ***2022 3RD PLACE Tie***

## **Appreciate Them on a Budget – Julia Thompson and Barb Powers**

The idea here is to show everyone that impacts your business that they are appreciated all year round (not just at Christmas). Rather than sending a Christmas card the staff in Spokane, WA actually send hand-made Valentine's Day cards with fun messages inside. An example of a saying: I'm going to be BOLD and say that you are just my TYPE!

Julia has done several things over the past year for her team. This year she put one long stemmed rose on every employee's desk (she traded with a florist). She has also traded pumpkin pies for Thanksgiving and plants for Mothers' Day.

Not wanting to overlook her carriers she's done small items for them as well. On a hot summer day, she'll put a cooler with sodas in the warehouse along with signage to encourage them to have a refreshment. Sometimes she puts ice cream bars in the freezer for them. Fast food restaurants are often willing to trade for various food items that folks can stop by and pickup.

Event trading also works well – example: Julia has a dinner theatre in her market. The theatre gets ads in her paper and she gets free tickets to shows that she can share with her advertisers and employees.

Perhaps the best part of these ideas is that they allow you to stand out and not get lost with a gazillion other cards and greetings.

There are a lot of opportunities to let people know they are appreciated. How many are you taking advantage of??