

# DEVELOP TOGETHER

*"Helping You Make Positive and Long Lasting Changes to Your Life."*

## **The Power of Gratitude**

Thanks for downloading this resource about the power of gratitude.

Isn't it nice when someone genuinely thanks us for helping them out? It's a brief moment of social bonding in that shared experience, whether it be someone holding the door open for us, giving us a thoughtful gift or helping us out in a more significant way. It's all well and good thanking people as part of social etiquette, but most of us will know the difference between a thank you enforced by societal obligations or expectations, and a thank you that it absolutely genuinely sincere. It's this second type of gratitude that has the most powerful effect for both people.

When thinking about gratitude, there are two sides to consider. Firstly you have the giving of gratitude and doing this in a sincere way that the other person can believe is authentic appreciation. Secondly you have the receiving of gratitude and being able to accept this whole heartedly without being overly modest. Striking a good balance between giving and receiving gratitude will help you feel better about yourself, which has been proven in several psychological studies.

An instant thank you is a great start in showing gratitude and is normally the best way to show appreciation. If were with the person for a longer period of time, then a final thank you before you go your separate ways can be either an addition to the instant thank you, or a good time to summarise your thanks for everything that's happened during the time together. After these first two occasions, there is about 48 hours where a follow up thank you by phone, email or digital message would be acceptable. If more than 48 hours goes by, then it may be difficult to make gratitude be perceived as sincere and your social capital is likely to start decreasing. This is the negative power of gratitude, or lack thereof.

Try not to be too over the top and gushing in your appreciation of others, as it can often feel forced and insincere. A short personalised sentence can meet the requirements.

If you have any questions about this, please email [info@developtogether.co.uk](mailto:info@developtogether.co.uk).

Kind Regards,

*Rob*

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