

The Power of Gratitude

The Authentic Gratitude Communication Framework

Virginia-DC HFMA 2023 Fall Conference

Marion Spears Karr, MA, FACHE
**Managing Director- Healthcare & Life
Sciences Practice**

May 4th, 2023



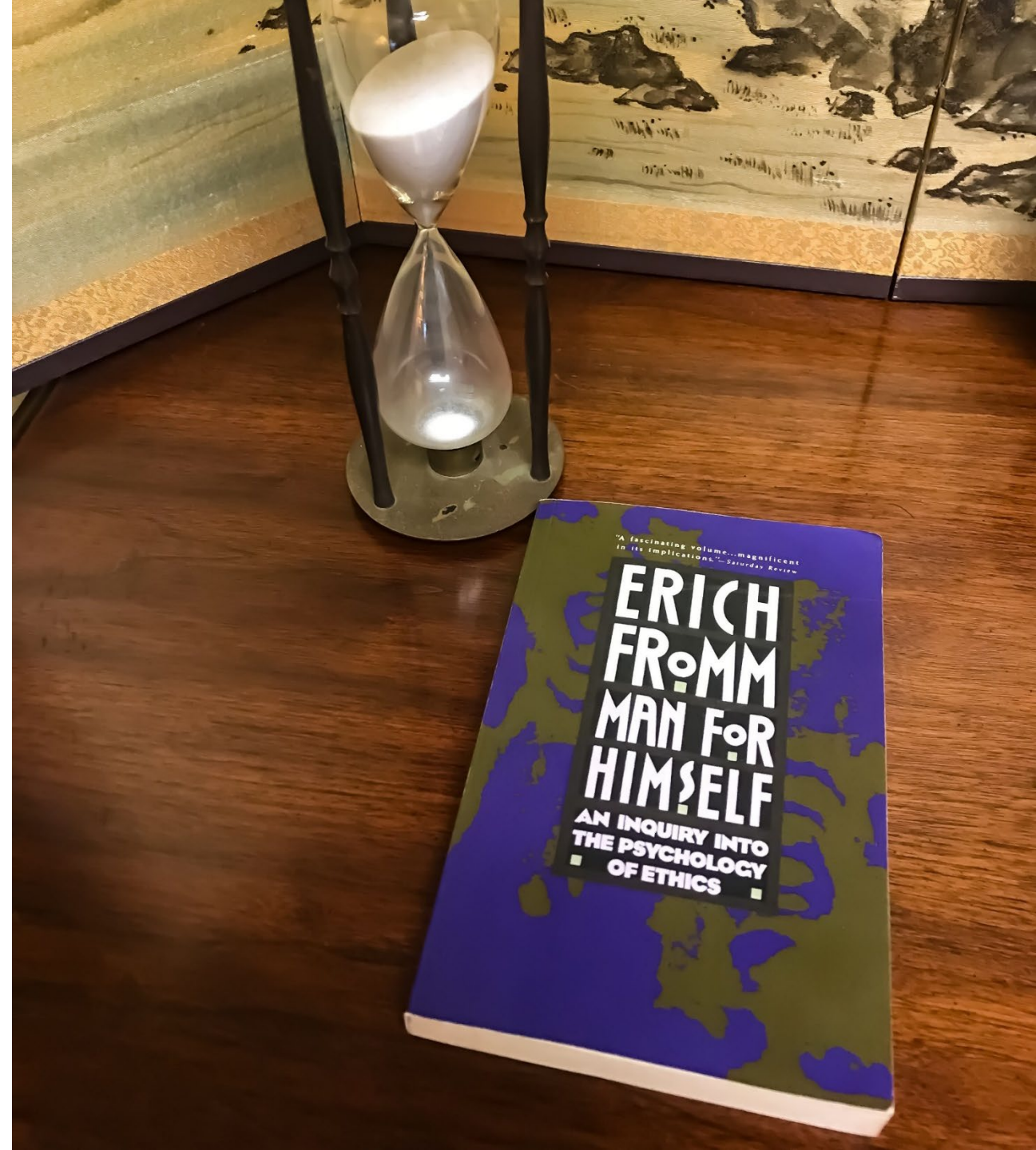
Why “Gratitude”?

“Fromm’s Productive Love Model”

Man For Himself

An Inquire Into The Psychology of Ethics

-Erich Fromm (1947)



4 Attributes of “Productive Love”

- Care
- Responsibility
- Respect
- Knowledge





The Case For Gratitude as a Leadership Acumen

Why is
Gratitude
Important in
Leading
Others?

Leader pride and
gratitude differentially
impact follower trust

(Ritzenhöfer, Brosi, Spörrle, & Welp, 2017)

Why is
Gratitude
Important in
Leading
Others?

Appreciation and
gratitude differ
through recognition
of benefactors

(Karns, Moore, & Mayr 2017).

Why is
Gratitude
Important in
Leading
Others?

Showing gratitude
benefits both parties-the
one showing gratitude
and the one receiving it
through positive
emotions

(Karns, Moore, & Mayr 2017).

Why is
Gratitude
Important in
Leading
Others?

Gratitude from patients and their families may contribute to motivation and retention among health professionals. The impact can be amplified if gratitude is nurtured as a core value among the workers & leaders.

(Aparicio, Centeno, Robinson, & Arantzamendi, M. 2018).



Develop a Gratitude Focus

What Are The Positive Behaviors You Would Like To See Increased?

The Power of Moments: Why Certain Experiences Have Extraordinary Impact
Chip and Dan Heath



Train Yourself And Your Leaders To Look for Opportunities to Show Gratitude





Elevate & Celebrate Peaks

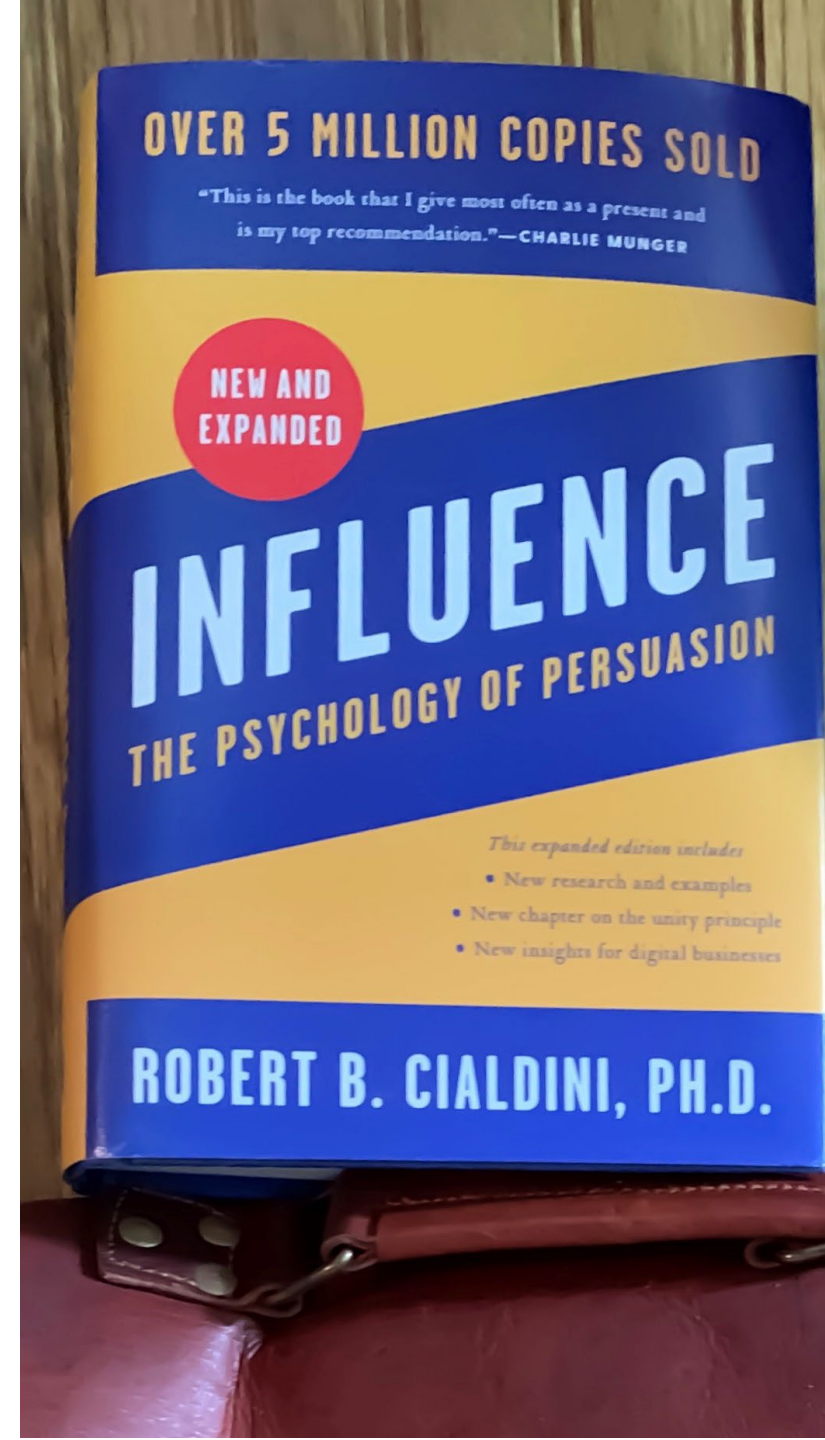


Authentic Gratitude
Communication
Framework – “SET”

7 Principles of Influence

Reciprocity.
Commitment.
Social proof.
Authority.
Liking.
Scarcity.
Unity.

(Cialdini, 2021)

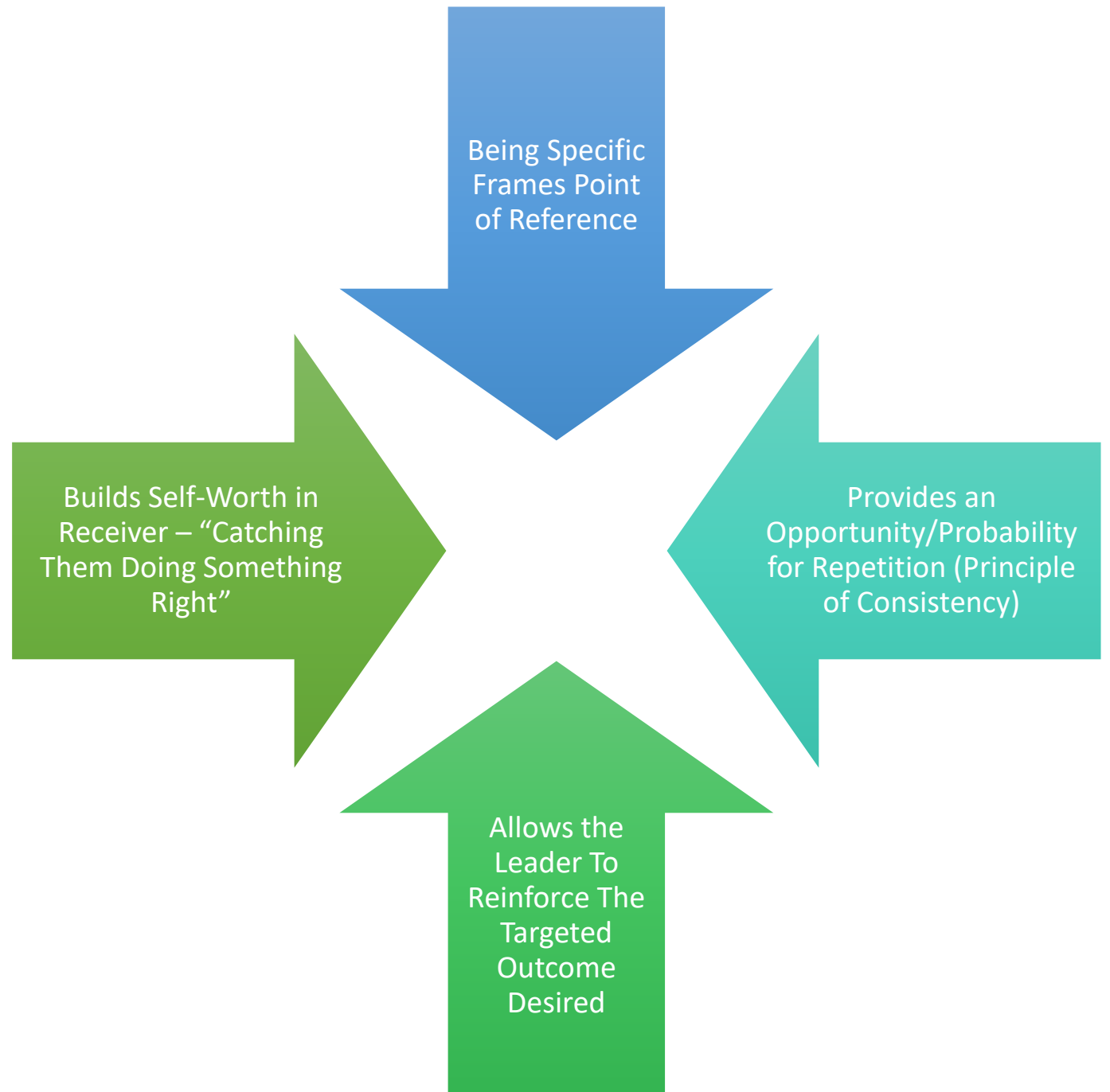


“SET”

- **Specific**
- **Explanatory**
- **Thoughtful**



Specific- Identify The Behavior or Action



Explanatory- Why It Matters

01

Describe Why The
Behavior/Action
Matters To You

02

Describe Why The
Behavior/Action
Matters To Other
Stakeholders

03

Describe Why The
Behavior/Action
Matters to Overall
Goal/Objective

Thoughtful- The Power of Using A Person's Name

Brain Activation of Middle Frontal Cortex, Middle & Superior Temporal Cortex, Cuneus (Carmody & Lewis, 2006) (Waugh, Lemus, & Gotlib, 2014)

Cialdini's 7th Principle of Unity and why team names are important
(Cialdini, 2021)

Supports Self Worth in the Receiver
(Aligns name with positive experience)

4 Ideas To Reinforce the AGCF Within Your Teams

- Model The SET Process As A Leader
- Share The SET Framework with all members of teams and support roles
- Start or finish team meetings with a “Gratitude Minute” where team members and leaders can recognize others within the team
- Celebrate Successes with Gratitude



“To be a great leader, one must implore the mind, the body, and the heart in the endeavor. It takes all three.”

- Dr. Michael Maccoby



The Power of Gratitude

The Authentic Gratitude Communication Framework

Virginia-DC HFMA 2023 Fall Conference

Marion Spears Karr, MA, FACHE
**Managing Director- Healthcare & Life
Sciences Practice**

May 4th, 2023

