

# 10 WAYS TO LET PEOPLE KNOW THEY MATTER



1. **Stay in touch.** People need contact. Thinking about them without following through does nothing to maintain a relationship. Make a quick phone call, send an email, or briefly text when someone comes to mind.
2. **Return calls and emails . . . promptly!** When people are left waiting for a response, it's easy for them to believe they don't matter to you. Send quick acknowledgements, even if you don't have time for a lengthy response – let them know when you'll follow-up . . . and then do it.
3. **Connect through social media.** Send a LinkedIn message, post congratulations on FaceBook, or Tweet good news – tell the world about the special accomplishments of folks who matter to you.
4. **Share your knowledge.** As the adage goes, “knowledge is power.” Empower someone who matters to you by sharing your contacts, experience, information, and/or insights.
5. **Pay attention.** Notice when someone you care about is having a bad day or has gone “above and beyond” for you. A quick smile, a moment of eye contact, a hand on the shoulder or a hug, if appropriate, can communicate more than words – if you're working remotely, try emoticons to show your compassion or appreciation.
6. **Make space in your calendar.** Don't wear your busy-ness as a badge of honour, particularly when you want people to know they matter. Carve out time to meet for coffee or a meal, play together, offer tangible help on a project, or brainstorm creative ideas. Give the gift of time!
7. **Keep track of what's important.** Use whatever tracking tools work for you and record significant dates for people you care about. When reminded of birthdays, special events, or key milestone dates, take a moment to reach out by phone, text, email, or sending a card or flowers.
8. **Buy small meaningful gifts.** When you notice something small that's a perfect gift for someone important to you, buy it – and don't wait for a special occasion to give it. People appreciate tangible demonstrations that you were thinking about them.
9. **Submit an award nomination.** When you become aware of award deadlines, take a moment to reflect on who you could nominate. As with all of these tips, the key is to move beyond thinking to doing. However, without a nomination, there's little to no chance of winning. People will know they matter to you if you make time to coordinate or contribute to an award nomination.
10. **Customize your approach.** Don't routinize any of these strategies or, despite your acknowledgement, people will feel that they don't really matter. It's essential to customize and vary your ways to acknowledge those important to you, personalizing your approaches by matching the individual's needs and preferences with your own time and resources.



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604.856.2386  
info@lifestrategies.ca  
www.lifestrategies.ca