



A PERSPECTIVE ON REWARDING OR CONGRATULATING PEOPLE

Congratulations can be placed on a continuum from left to right. The further to the right you are, the more effective you are.

Programmed.....Spontaneous
Blanket.....Individual
General.....Specific
Traditional.....Unique

So spontaneous, individual, specific and unique rewards or congratulations are always better than programmed, blanket, general, and traditional ones.