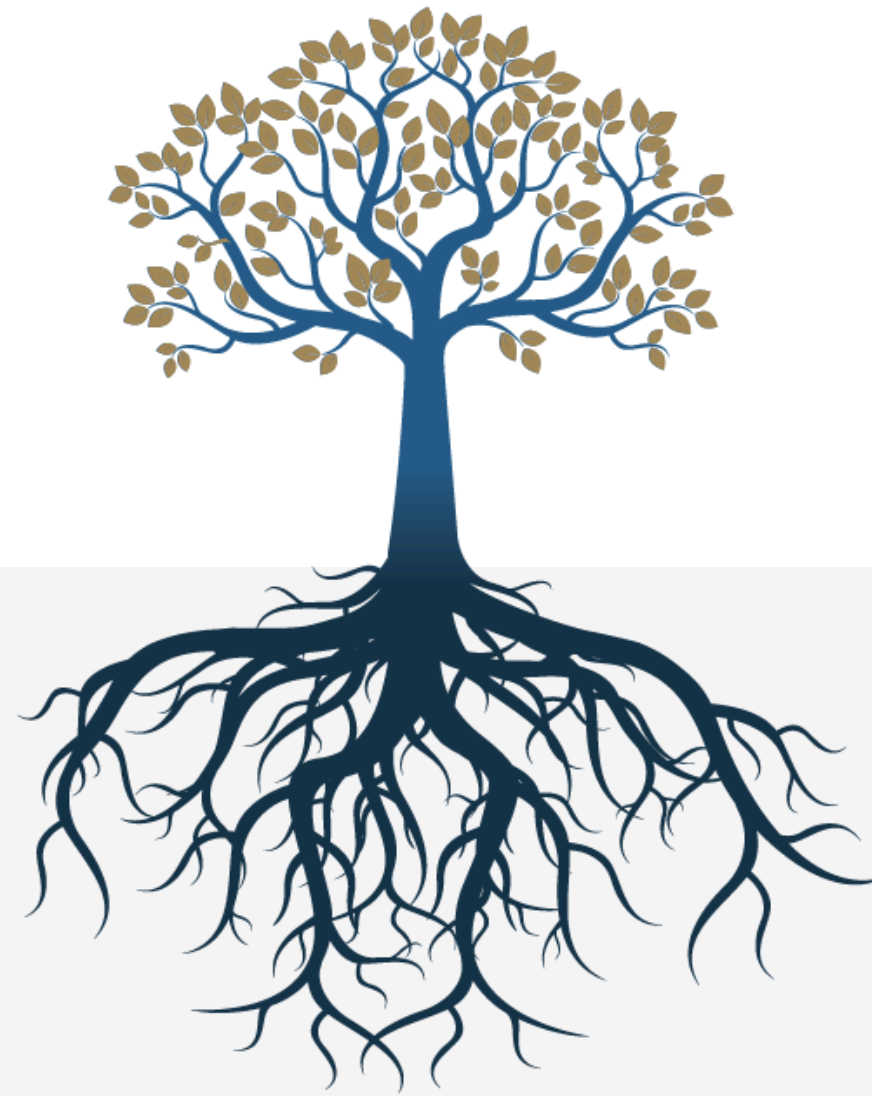


APPRECIOLGY

THE ART & SCIENCE OF APPRECIATION



THE
impact | group
IGPR.COM

Presented by Tom Speaks

AUGUST 6, 2025

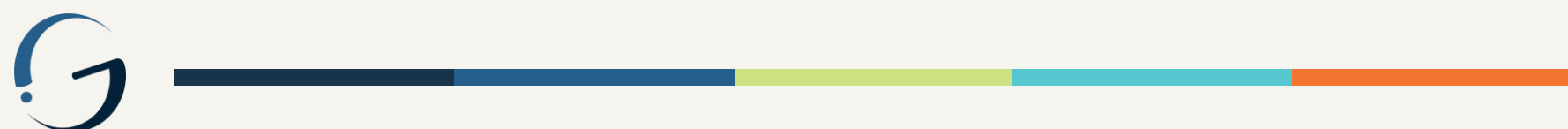
STRATEGIC PLANNING

COMMUNICATIONS

**HIGH
IMPACT**

CULTURE DEVELOPMENT

THE IMPACT GROUP
High Impact Model

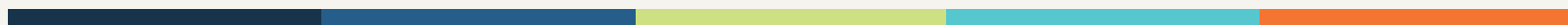


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FOUR ROOTS OF APPRECIIOLOGY





FOUR ROOTS OF APPRECIOLGY

Root 1. Gratitude

Root 2. Connection

Root 3. Clarity

Root 4. Intentionality



ROOT 1. Gratitude



FOUR ROOTS OF APPRECIIOLOGY

Root 1. Gratitude

Gratitude is the act of recognizing or appreciating the good in our lives, whether it comes from people, circumstances, or experiences. *This root is supported by:*

Abundance: Viewing life's resources as plentiful rather than scarce.

Awareness: Being fully present and engaged in the moment.

Recognition: Acknowledging the contributions and value of others openly and frequently.



**WE BECOME WHAT
WE THINK**





Our *Superpower*

DECIDE WHAT
THINGS MEAN.



WHAT IS APPRECIATION?



WHAT IS APPRECIATION?

Recognizing
what we have
instead of focusing on
what we lack.





Magic Coffee Table (Clean)



Watch on  YouTube

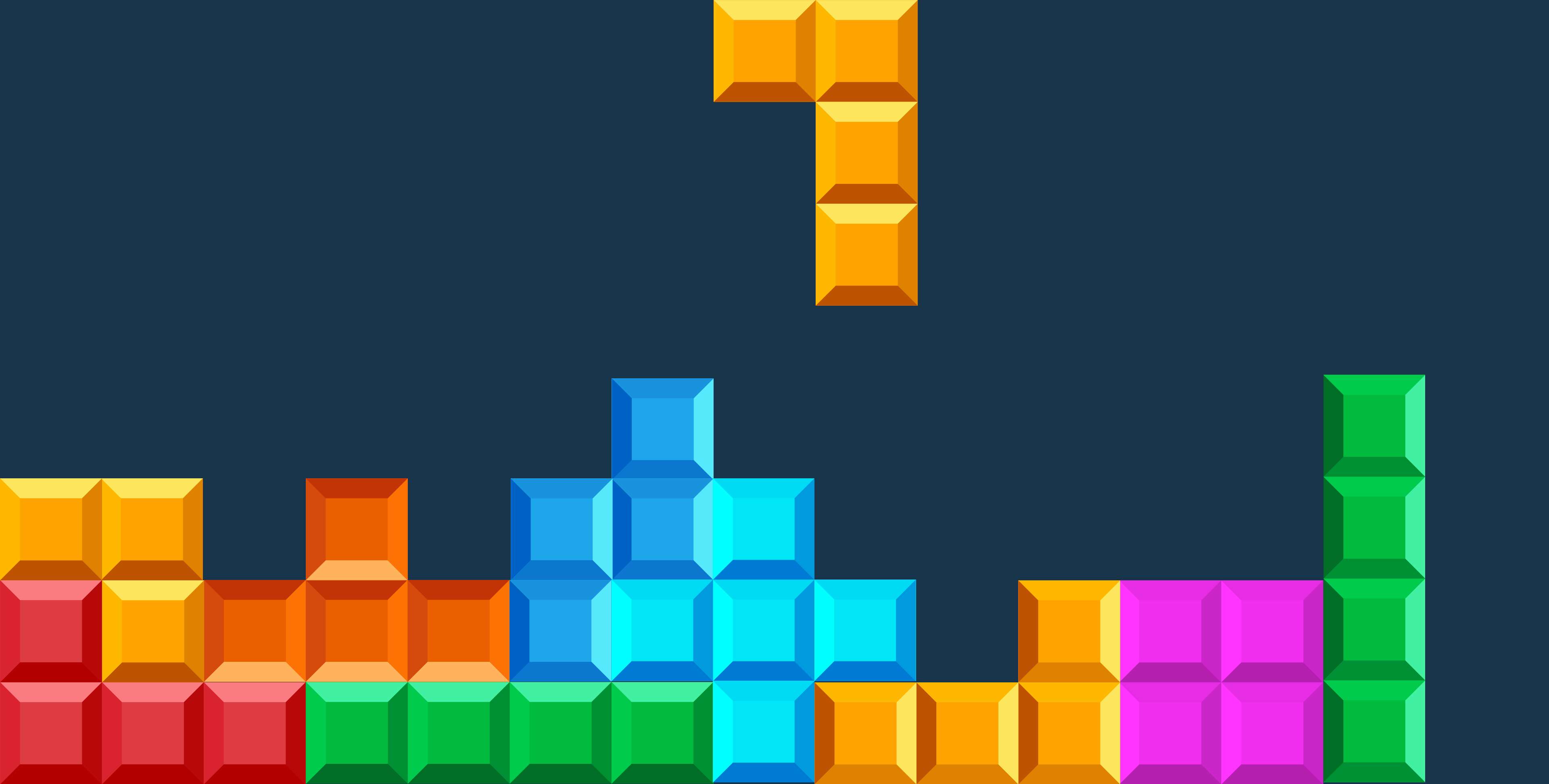


APPRECIOLGY
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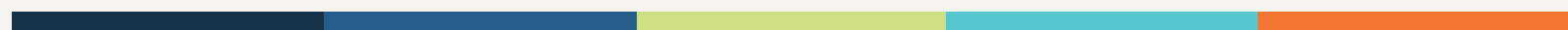
NEUROPLASTICITY & NEGATIVITY BIAS



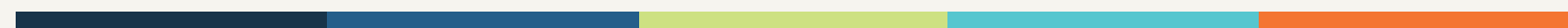


CHALLENGE 1

APPRECIATION JOURNAL



WHY DON'T
more people
GIVE APPRECIATION?





FOUR ROOTS OF APPRECIOLOGY

Root 2. Connection

Connection relates to the bonds we form with others, which are essential for our social empathy and psychological health. *This root is supported by:*

Relationships: Building and maintaining healthy, supportive, and meaningful connections with other people.

Belonging: Creating environments where individuals can feel part of and valued within a group.

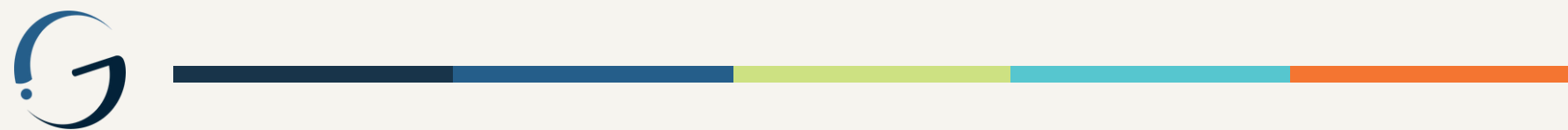
Empathy: Cultivating an understanding and sharing the feelings and experiences of others to foster a deeper sense of community and mutual support.





FACT.

People desire to be appreciated more
than they desire tangible things.



NAMES
NAMES
NAMES
NAMES



BECOME INTERESTED IN OTHERS

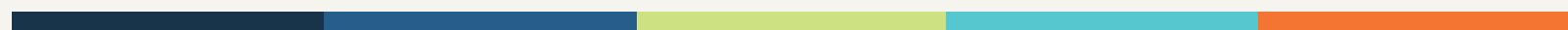
“To be interesting, **be interested.**”

- Dale Carnegie

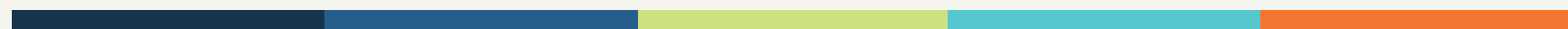


WEDDINGS ARE OPTIONAL
FUNERALS ARE MANDATORY





BODY LANGUAGE



ELECTRONIC COMMUNICATION



RECOGNITION VS. APPRECIATION





FOUR ROOTS OF APPRECIOLOGY

Root 3. Clarity

Clarity involves clear communication and setting specific expectations, which bring calm and understanding to interactions. *This root is supported by:*

Communication: Ensuring messages are understood and misconceptions are minimized.

Expectations: Setting clear, achievable standards for behavior and performance.

Calm: Maintaining peace and logical thinking even in challenging situations.

BEHAVIORS

**"CLEAR is KIND...
UNCLEAR is UNKIND!"**

-Brene' Brown

You are not allowed to be
frustrated with individuals'
behavior if you haven't made
the behavior you desire
CRYSTAL CLEAR!





CULTURE

Values + Behavior = Culture





FOUR ROOTS OF APPRECIOLOGY

Root 4. Intentionality

Intentionality means acting with purpose and mindfulness, ensuring meaningful interactions and thoughtful responses. *This root is supported by:*

Attention: Directing focus toward priorities and maintaining awareness of the needs of others.

Discipline: The ability to overcome any challenge or adversity in the pursuit of a defined objective.

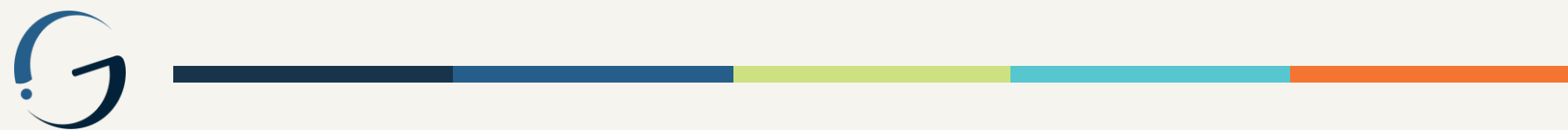
Grace: Approaching situations with compassion and understanding, even when challenges arise.



CHALLENGE 2

For 10 days catch 10 people
doing something right.

10 days, 10 people per day!



APPRECIATION LOG

- Date
- Time
- Person
- Behavior
- How did you recognize them?



CATCH PEOPLE DOING SOMETHING RIGHT

It's SIC!

- Specific
- Immediate
- Consistent



PLATINUM RULE





KARMA





Tom Speaks
Co-Founder & Partner
Impact Group

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Thank You!



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