

ICLA



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Gratitude is an essential aspect of any successful business. It is the act of expressing appreciation for something that has been received or accomplished. Gratitude is not just a simple act of saying, "thank you," it is a mindset that can lead to increased productivity, higher employee satisfaction, and improved customer loyalty. Let's explore the impact of gratitude in business, including its benefits for employees, customers, and overall business success.

First and foremost, expressing gratitude in the workplace can significantly impact employee satisfaction and retention. Employees who feel appreciated are more likely to be motivated and engaged. Gratitude can also help build a sense of community and connection among employees, leading to better teamwork and collaboration. A workplace culture emphasizing appreciation can lead to a more positive and fulfilling work environment for all employees.

When businesses show appreciation for their customers, it can create a solid emotional connection, increasing loyalty and repeat business. Moreover, gratitude can have a positive impact on customer loyalty. Customers are more likely to return to a company that they feel values and appreciates them. Additionally, expressing gratitude to customers can lead to positive word-of-mouth advertising, as customers are more likely to share their positive experiences with others.

In addition to its impact on employees and customers, gratitude can also significantly impact overall business success. A culture of gratitude can help attract top talent, as job seekers are more likely to be attracted to companies that prioritize employee satisfaction and appreciation. Furthermore, gratitude can increase productivity and efficiency, as employees who feel appreciated are more motivated to perform their best. Gratitude can also lead to a more positive company reputation, as customers and employees are more likely to recommend a business that they feel values and appreciates them.

At the University of Utah, we look for opportunities to collaborate with brands (licensees) that promote positive experiences through gratitude. Albion Fit is a clothing company based in Utah specializing in women's

athleisure wear. The company was founded in 2012 by Dave and Liz Findlay and has since become a recognized brand in the activewear industry.

Albion's mission is to provide comfortable, high-quality activewear that looks great and performs well during various activities. The company's products include leggings, tops, outerwear, swimwear, and other accessories, all designed to fit a variety of body types and sizes. Sharing and spreading the message of gratitude is a crucial metric for Albion's success. Every month their team gets together for a service project. They've made meals for the homeless shelter, put together backpacks for refugees in their community, and gathered coats for the women's shelter, just to name a few! It's their favorite thing to do: get the team together and do some good.

In conclusion, gratitude is an essential aspect of any successful business. Its impact can be felt throughout the organization, from employee satisfaction and retention to customer loyalty and overall business success. By cultivating a culture of gratitude, businesses can create a more positive and fulfilling work environment that benefits everyone involved. So, businesses must prioritize and express gratitude to their employees and customers for their contributions towards their success.



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