

# FISH FOR COMPLIMENTS

If you are going to be an effective PR agent for the rest of your staff, it is important that you “stock up” on great stories about the employees who work for your company. One of the simplest ways to gather this ammunition is to often and directly ask members of your staff the following question: “*What are some of the good things that have been going on around here lately?*” Let’s suppose that Jeff responds with a story about the extra effort Mary has been putting in on a particular project. Make a point to let Mary know about Jeff’s comments, but don’t stop there. As opportunities arise, let other employees from throughout the company know about what Mary has been doing and how thoughtful Jeff was to make you aware of her extra effort and dedication.



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