

# An Action Learning Project in Persuasion and Positive Recognition



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# **An Action Learning Project in Persuasion and Positive Recognition**

This post is about persuasion, influence, the power and importance of positive feedback and recognition, with a sprinkling of marketing and social media thrown in for good measure.

For all of those reasons everyone in corporate leadership, executive leadership or ANYONE interested in developing effective leadership skills should read on.

First a back story.

For years in some longer workshops, I have invited people to give each other positive written feedback on post it notes. I've called it "I Like You Because" notes (with a hat tip to [Zig Ziglar](#) for the title and the germ of my idea). This exercise has reinforced and highlighted the extreme power of positive reinforcement and urged me to try to do as much of it as I can, whenever I can.

And, it is completely true that while the receiving is powerful, it is even better to give than to receive.

My team and I have taken the idea one step farther with the creation of our Remarkable Reminder Pads. We're encouraging people to share frequent, positive, handwritten feedback using these notepads. You can learn more about this at [YouAreRemarkable.com](http://YouAreRemarkable.com).

## **Using Social Media Channels to Recognize Others**

We'd like to encourage people to give regular, positive feedback and recognition to others through social media as well.

You can make a difference —today— by tweeting encouragement and recognition to someone on Twitter using the hashtag #YouAreRemarkable. Send a tweet — or two or five (and use the hashtag so we can track overall usage easier). If you don't use Twitter, try it on Facebook: create a status update with specific, positive feedback for someone you appreciate and tag




our fan page ([You Are Remarkable](#)) so that others see your message. We want to start a REVOLUTION of people encouraging others through social media.

I hope you'll join me in this practice of giving people genuine, authentic recognition more, starting today.

Every message written and read will make a positive difference in the world.

Isn't that what we should strive for with all of our organizational leadership (and personal leadership) efforts anyway?

You are Remarkable!



Kevin Eikenberry

Remarkable Revolutionary

Chief Potential Officer, The Kevin Eikenberry Group

If you need help or assistance, let us know – we want to be Your Leadership Help Button. And while we can help, only you can decide to take the actions and build the habits to become a Remarkable Leader.



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This free resource was written for leaders who are serious about helping others grow and development through encouragement, support, belief and positive reinforcement by [Kevin Eikenberry](#), Chief Potential Officer of [The Kevin Eikenberry Group](#).

To Purchase additional supplies or find additional support for your Revolution go to <http://YouAreRemarkable.com> .

To learn more about the variety of products and services of the Kevin Eikenberry Group, go to <http://KevinEikenberry.com>.

If you want to contact Kevin or his team, send an email to [info@KevinEikenberry.com](mailto:info@KevinEikenberry.com).

