

ACKNOWLEDGMENT FRAMEWORK

Reinforcing Values Through Behavior

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Generic praise ("Great job!") feels empty. Structural acknowledgment reinforces culture by tying specific behaviors to results and values. Use the C.A.R.E. model to make feedback sticky.

C CLARITY

What exactly did they do or how did they show up?

Instruction: Be specific. Name the action or behavior clearly.

"You took the lead on the client call when things got tense..."

A ACKNOWLEDGMENT

What internal effort or mindset did that require?

Instruction: Recognize the "being" more than the "doing." Highlight capability.

"...you stayed calm and grounded, even though the scope kept shifting."

R RESULTS

What ripple effect results did their behavior create?

Instruction: Look at team, project, client, or morale impact.

"...that helped keep the client on board and the team focused."

E EMPOWERMENT

How does this reflect your values or inspire others?

Instruction: Tie it back to your culture, purpose, or example for others.

"That's the kind of presence that raises the bar for everyone here. It's what being Built to Benefit looks like."

↻ THE FILL-IN-THE-BLANK TEMPLATE

"I want to acknowledge [NAME] for [specific action] .

They [describe effort or mindset] , which led to [positive result] .

That's the kind of leadership/behavior that [empowers the team, reflects our values, sets the tone] ."