



# The appreciative Leader

According to a Glassdoor survey, people who feel appreciated at work are 81%\* more likely to work harder. On the flip side, 56% who feel unappreciated are likely to leave.

A Gallup survey found that 59% of managers believe they appreciate their people well, but only 35% feel appreciated. Well-meaning, vague praise, polite thank-yous, or recognition only after big results do not make the desired impact.

This program gives leaders a clear, intuitive, behavior-based language for effective appreciation. They learn how to notice what matters, name it specifically, and connect appreciation to effort, values, character, progress, contribution, and impact.

Keynote: 30 – 60 mins · Half or full-day workshop · In-person or virtual

Turn appreciation into your most cost-effective tool for engagement and retention.

## Who is this for?

This program is for leaders at all levels who aspire to cultivate an uplifting and appreciative work environment. Leaders who want their people to feel seen, heard, and valued, so they can unleash intrinsic motivation, ownership, engagement, and performance.

## Why does your organization need this now?



### ELEVATE MORALE

Participants will feel seen, validated and have a sense of belonging.

“ I found the team opening up to Avi like he was a dear friend, and through that, they opened up to each other. ”

Athif Ibrahim  
Assistant Manager



### ENHANCE CULTURE

Foster a work environment where gratitude and trust flourish.

“ Avi is a master in bringing out the best in people and in teams. ”

Yasemin Tecmen Stubbe  
Group Head of Sustainability



### BOOST PERFORMANCE

Effective and genuine appreciation unleashes intrinsic motivation.

“ Avi listens, understands where your organisation stands and where he could help you to lead it to. Truly inspirational and highly impactful ”

Jean-Louis Delamarre  
EVP Global Markets and Distribution



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Avi Liran  
Delivering Delight

## What Your Leaders Will Walk Away With.

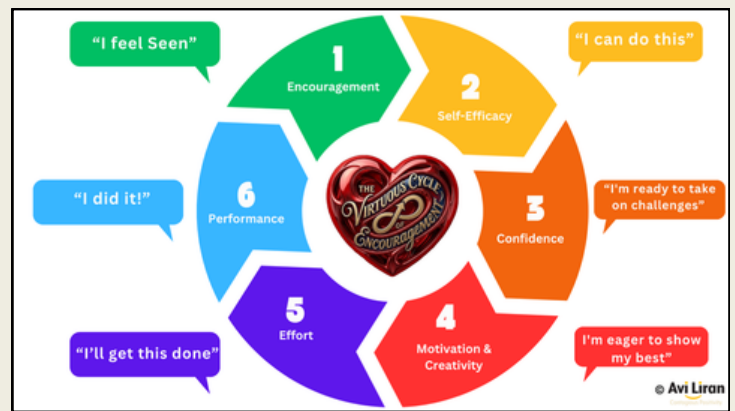
♥ **Recognition vs. Appreciation:** Recognition rewards results; appreciation values the person. Leaders learn to use both, so praise stops feeling transactional and starts building real loyalty.

♥ **Why People Hunger for It:** The research behind the need, from René Spitz's work on human connection to Eric Berne's "recognition hunger." Appreciation is a core human need, not a nicety.

♥ **The Language of Effective Appreciation:** Practice moving from "Great job" and a vague "Thank you" to specific, sincere, behavior-based appreciation the receiver actually believes.

♥ **The Appreciation Experiment:** A hands-on reflective session with a surprising debrief. Leaders feel the deep emotional impact of effective appreciation firsthand.

♥ **The Encouragement Engine:** Avi's six-step model showing the chain reaction of how encouragement builds confidence, sparks intrinsic motivation, and converts into ownership and performance.



♥ **Cheering:** Become a fan of your own team. Learn how to genuinely cheer for your team members and celebrate their successes to create a positive, supportive atmosphere.

♥ **"Reverse Back Stabbing":** Master the art of saying great things behind people's backs to cultivate trust and collaboration, as well as help you to build the case to justify their promotion.

♥ **The healing power of Kindness:** Understanding how progressing from the basic level of Empathy through Compassion to the Pinnacle of Kindness and how it transforms the culture.

♥ **Real-World Case Studies:** Learn how leading organisations turned appreciation into measurable engagement and performance gains, with strategies your leaders can apply immediately.



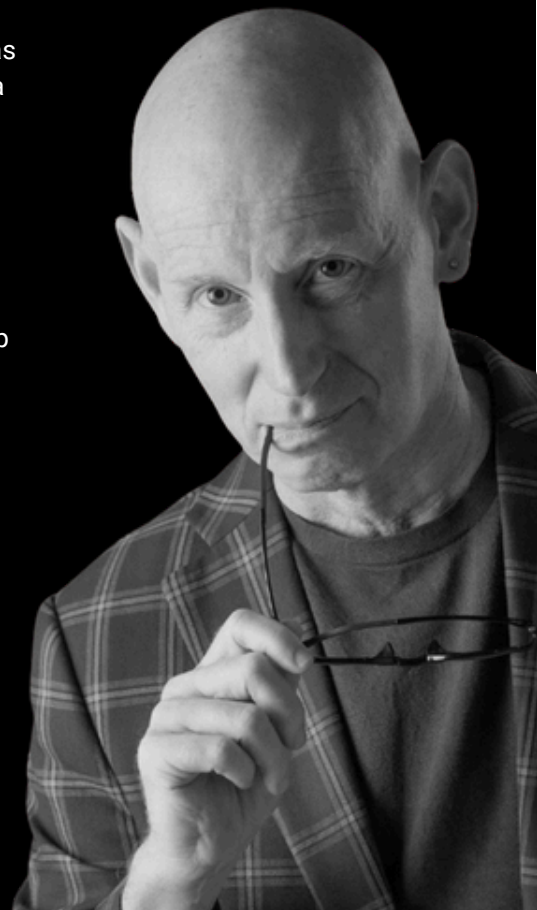
My interest in appreciation began in childhood. My mother complained our home was too small, so my parents worked harder and took on an additional mortgage to buy a bigger place. During the move, my father collapsed with a brain stroke and died.

For years, I heard her cry at night. *"I was happy, and I didn't know it. I wish I could go back to the old shoe place and have my beloved husband back."* That sentence has shaped everything I teach.

If you're looking for a typical speaker or trainer, I'm probably not your guy. If you're up for a session that blends emotional connection, rigorous research, captivating storytelling, corporate wisdom, cultural flavor, and a good dose of smiles, we'll get along just fine.

My mission: to delight the world one person, one organization, one community at a time, through educating, speaking, training, consulting, writing, and mentoring leadership teams across 29 countries (so far).

Before reaching global stages, earning a CSP, and delivering two TEDx talks, I was a C-level executive in IT, a diplomat, and a venture capitalist. I've sat in the pressure cooker of P&L, negotiated across cultures, transformed sales and marketing teams, and built things from scratch. What lands in the room is inspired by lived experience and is grounded in research and real-life case studies of what actually works.



**Dynamic and Entertaining Speaker**



**Insightful Storytelling Powered by Data**



**Proven Expertise in Leadership and Team Building**



**Meaningful Takeaways with Actionable Strategies**

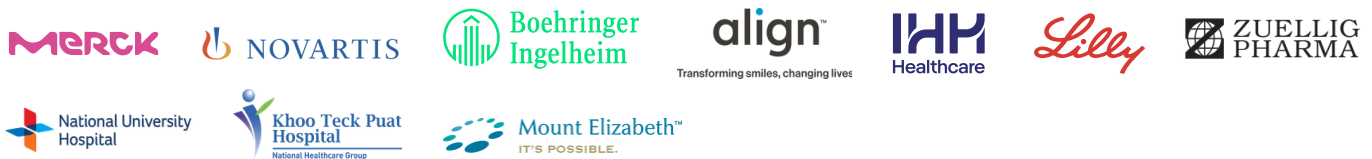


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