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# Why “Thank You” Is the Worst Thing to Say to Show Appreciation

TURNOVER IS WILDLY EXPENSIVE,  
AND BOSSES DRIVE IT.

Every time you lose an employee, it can cost “a minimum of 10 grand”... and people don't quit jobs, they quit bosses

PRAISE & RECOGNITION ARE POWERFUL... BUT THEY'RE REACTIVE

They usually come after someone produces results (sell enough to earn the Cadillac). That means you're often waiting on the employee to “start the ball rolling.”

APPRECIATION IS THE SECRET WEAPON BECAUSE IT'S PROACTIVE.

You can make people feel valued without waiting for a big achievement. That's why appreciation can create fierce loyalty.

“THANK YOU” IS POLITE... BUT OFTEN FEELS HOLLOW AT WORK.

The transcript frames “thank you” as easily sounding obligatory, like social manners, not meaningful appreciation.

SWAP TO “I APPRECIATE YOU” TO HIT THE HEART, NOT JUST THE TASK.

“I appreciate you” shifts from what they did to who they are, signaling deeper value and respect.

GOOD INTENTIONS DON'T RETAIN PEOPLE, CONSISTENT ACTIONS DO

The songs illustrate the same leadership mistake: “little things I should have said and done... but I just never took the time.” Translation for managers: don't wait until they're halfway out the door.