

The Strategic Power of Gratitude



At LINKCO we believe that strong organizations are built not only on strategy, execution, and expertise, but also on the quality of relationships that sustain them. As we reflect on the year ahead, we want to begin with a simple, deliberate message: thank you.

To our clients and prospective partners, your trust, engagement, and collaboration are the foundation of our work. In a business environment defined by speed, complexity, and constant change, the ability to pause and recognize the human side of professional partnership is not incidental—it is essential.

Why Gratitude Matters in Business

Across industries, leaders are navigating heightened expectations, evolving regulatory and risk landscapes, and increasing demands on teams. In this environment, gratitude is often mischaracterized as a courtesy or a soft gesture. It is a strategic capability.

Across major business publications — from Bloomberg¹ and *The Wall Street Journal*² to the *Los Angeles Times*³ and *Forbes*^{4,5,6} — one theme emerges with striking consistency: **gratitude and kind communication are not soft skills. They are strategic assets.**

This insight echoes the wisdom of thought-leaders like **Arthur C. Brooks** whose recent Atlantic⁷ column highlights how gratitude improves the well-being of both giver and recipient. Reinforcing appreciation is a win-win for teams and individuals.⁷

Thoughtful, respectful communication strengthens alignment, deepens trust, and improves

outcomes. When people feel seen and valued, they engage more fully, collaborate more effectively, and bring greater clarity and judgment to complex decisions. These are not abstract benefits—they are measurable drivers of performance, resilience, and long-term value.

Words Shape Outcomes

The tone and intention behind our words—especially during moments of pressure—can either reinforce confidence or erode it. Clear, constructive, and kind communication enables productive challenge without unnecessary friction. It allows difficult conversations to move organizations forward rather than stall progress.

At LINKCO, we view communication as a leadership discipline. Practicing gratitude does not mean avoiding rigor or difficult discussions; it means pairing high standards with respect and empathy. This balance is what sustains high-performing cultures over time.

Our Commitment to Clients

We are grateful for the opportunity to partner with organizations that take their responsibilities seriously- whether in governance, risk management, compliance, or broader strategic decision-making. Our clients consistently demonstrate thoughtfulness, integrity, and a willingness to engage deeply with complex issues. That engagement elevates our work and challenges us to continuously refine our thinking.

For those considering a partnership with LINKCO, we extend the same spirit of respect and appreciation. We approach every relationship with the intent to listen first, understand context, and tailor our support to what truly matters to your organization.

Looking Ahead

As we move forward, we remain committed to:

- Communicating with clarity, respect, and intention
- Partnering with integrity and accountability
- Recognizing the people behind the work, not just the outcomes

Gratitude, when practiced consistently, becomes more than an expression—it becomes part of how organizations govern, lead, and grow.

Thank you for your trust, your collaboration, and the opportunity to work alongside you. We look forward to continuing—and building—strong partnerships in the year ahead.

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- 2.Sara Algoe, “Why It’s Important to Show Gratitude at Work — and What’s the Right Way”, **The Wall Street Journal**, Apr 16, 2023.<https://www.wsj.com/tech/show-gratitude-work-aaf8f20c>
- 3.Kavita Daswani, “How to Cultivate Compassion in the Workplace”, **Los Angeles Times**, Dec 15, 2016.<https://www.latimes.com/health/la-he-compassion-in-the-workplace-20161123-story.html>
- 4.Maria Ross, “How Gratitude Boosts Empathy, Well-Being And Engagement”, **Forbes**, Nov 18, 2025.

<https://www.forbes.com/sites/mariaross/2025/11/18/how-gratitude-boosts-empathy-well-being-and-engagement>

5.Lisa Conn, *"3 Reasons to Practice Gratitude at Work — And How To Get Started"*, **Forbes**, Nov 20, 2023.

<https://www.forbes.com/sites/lisaconn/2023/11/20/3-reasons-to-thank-your-team-today---and-how-to-build-a-culture-of-gratitude>

6.Paula Ferrada, *"Culture Transformation: Leading With Gratitude, Trust And Presence"*, **Forbes Councils / Forbes**, Nov 07, 2025.

<https://www.forbes.com/councils/forbesbusinesscouncil/2025/11/07/culture-transformation-leading-with-gratitude-trust-and-presence>

7.Arthur C. Brooks, *"The Right Attitude to Gratitude"*, **The Atlantic**, Nov 27, 2025.

<https://www.theatlantic.com/ideas/2025/11/thankful-grateful-thanksgiving-happiness/685060/>