



What Counts as a Gift?

The Reciprocity Principle

- Information (blogs, newsletters)
- Trust
- Praise & appreciation
- Feedback
- Access to network, contacts
- References
- Invitation to an event
- Assistance
- Smile, positive cheer
- Exposure
- Acknowledging milestones
- Mentoring
- Contacts
- Personal notes
- Caring, compassion, empathy
- Time
- Expertise
- Being courteous
- Cooperating
- Actively listening
- The afternoon off
- Opportunities
- Access to something special (event, rides, people, etc.)
- Great design
- Apologizing