

“Acceptance”

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Acceptance is one of the 4 big basic needs of all humans. The other three will be commented upon later.

Humans are social animals. To a greater or lesser degree, everyone needs to be acknowledged, recognized and valued.

This is the basis for many behaviors which have coined expressions like:

- He / she is just “trying to get some attention”.
- That’s just this person’s “15 minutes of fame”.
- Be sure to “look the person in the eyes”.

In business, we validate this all the time when we:

- Use focus groups to ascertain the expected public reaction to events being planned.
- Survey our existing customers.
- Pay attention to someone we admire, trust or respect.
- Utilize professional-appearing trappings.
- Hire certain employees (i.e. Spanish speaking in Latino neighborhoods).

From a management perspective, it is not unusual for an executive level manager to require less “acceptance” than the rest of us (perhaps due to the already acquired “position power”) and for a highly regarded accomplished leader to need almost zero “acceptance” (probably because the individual exudes “personal power” in addition to the “position power” that comes with the position held). Likewise, followers usually need a great deal of “acceptance”, especially from the immediate supervisor, in order to achieve the highest possible level of productivity.

Acceptance is easy to dish out to anyone. A simple smile can get the job done. A friendly “hello!” or “How’s it going?” will often suffice. So don’t be stingy when “accepting” others. It can be one of the greatest gifts for the least cost of anything you might imagine.