



DARE TO BUILD A COMPANY THAT GROWS PEOPLE ALONG WITH PROFITS

MICHELE BAILEY

In *The Currency of Gratitude*, The Blazing Group's Michele Bailey makes the business case for fostering a deep connection between a company's brand identity and its internal culture. Michele's book contends that it's in forging this connection that the real work of company culture takes place.

As Michele explains, "I want to show you that putting effort into fostering a coherent and welcoming internal culture makes business growth that much easier (less work) and more sustainable (less of an investment) in the long run." Revealing what sincere commitment to this principle looks like, *The Currency of Gratitude* dives into a practical discussion of how to embrace gratitude. Through real-world examples, Michele shows what is at the heart of great company cultures.

Gratitude, as explained in *The Currency of Gratitude*, is critical for building real relationships and long-lasting connections with team members, clients, and customers alike. Through displays of appreciation, the generous gifting of time, open collaboration, encouragement of passion and effort, and a myriad of other thoughtful, deliberate actions, Michele Bailey shows small gestures motivated by a deep sense of gratitude can produce big results for your brand.

Michele's "branding from within" concept holds the promise that if your teams internalize your company values—like gratitude—and live and breathe your company's core

purpose, you have a team of brand ambassadors that can turn that work outwards to attract and retain clients.

The Currency of Gratitude was written for executives of all mindsets. From leaders who don't believe a great company culture is worth the effort to those who have an inkling that culture could be the differentiator that makes their business profitable but aren't sure how to get started, Michele's book illuminates the way forward for all. She proves that a company culture built on a foundation of gratitude has the power to improve employee engagement, focus, and productivity, help your business retain top talent, raise brand awareness, increase internal and external connectivity, and supercharge customer satisfaction and loyalty.



Gratitude can open doors, build relationships, and take you and your business to where you want to be.

With well-earned appreciation for what gratitude has done for her business and her clients, Michele strives to help others. "It never ceases to amaze me how the practice of gratitude can open doors, build relationships, and take you and your business to where you want to be," she says.

Pick up your copy of *The Currency of Gratitude* on Amazon today!



Michele Bailey is president and CEO of The Blazing Group, a brand and culture agency. Blazing, her full-service advertising agency founded in 1994, is turning branding inside out with My Big Idea®, an employee mentoring and wellness program designed to propel individuals forward in their quest for personal and professional success.

Michele has received both local and international recognition as a recipient of the WPO Mary Lehman MacLachlan Economic Empowerment Award (2013). Additionally, she has been recognized for her contributions to women and entrepreneurship through various other awards including the TIAW World of Difference 100 Award (2012), Oakville's Entrepreneur of the Year Award (2010), the BMO (Bank of Montreal) Expansion & Growth in Small Business Award (2017) and, most recently, the WBE Leader Award (2020).

She is the author of *It's Not All About You, It's About the Company You Keep* (2013), a collection of stories about her road to entrepreneurship, and most recently *The Currency of Gratitude* (2021).

"The Currency of Gratitude is a must-read for business leaders who want more engaged and productive employees, improved brand awareness, and long-lasting customer relationships. Michele Bailey eloquently reminds us that nurturing a culture of collaboration, engagement, passion, and gratitude not only generates goodwill—it will drive business growth."

—Camille Burns, CEO, The Women Presidents' Organization

The need to rebuild our inherent sense of gratitude has been growing for quite some time, and *The Currency of Gratitude* explains why gratitude is so very important in all we do. Michele Bailey lives and breathes gratitude in her daily life—it is evident in all dealings with her—and it has been foundational to her success. In her book, Michele helps readers understand how to build gratitude into their professional and personal lives, in a genuine and sincere way, in order to drive their own success and happiness.

—Heather Strati, CPA, LPA, partner, Deloitte LLP

ForbesBooks
THE BEST IN BUSINESS™

Launched in 2016 in partnership with Advantage Media Group, ForbesBooks is the exclusive business book publishing imprint of Forbes. ForbesBooks offers business and thought leaders an innovative, speed-to-market, fee-based publishing model and a suite of services designed to strategically and tactically support authors and promote their expertise. For more information, visit forbesbooks.com.