

# Make Special Events Special

*Target Audience: Leaders at all levels*

## **Purpose**

Recognize special events to ensure your people feel valued and appreciated and to reinforce the importance of relationships.

## **Description**

Special events in an individual's life include birthdays, weddings, anniversaries, birth of a child, etc. Each of these moments evoke emotions and feelings, reinforcing the human aspect of life within every organization. Recognizing and highlighting these moments invokes good memories and emotions not only for the individual but to the organization as well.



Families that are close celebrate special events to strengthen their relationships and culture. Strengthening our Air Force Family and its culture in a like manner will not only benefit the Air Force and its members, but also the nation we defend and the communities in which we reside. Families are the fundamental unit of society, foundational to humankind. As we strengthen the family, we strengthen individuals. As we strengthen individuals, we strengthen this great nation and the freedoms and principles it stands for. Let us celebrate these moments of life and liberty, that we truly may be able to pursue happiness, and lasting joy.



## **Employ**

- Know, track, and recognize special events for individuals under your stewardship (i.e. calendar reminders of birthdays, show upcoming on leadership dashboards).
- Personalize celebrations. Make them unique to your unit, organization, and for each individual (i.e. find out their favorite cake/dessert).
- Be creative by tapping into special skill sets and hidden talents that don't typically surface in the daily work environment (cake making, framing, balloon object making).
- Be consistent and timely in recognition; avoid any perception of favoritism.
- Celebrations could include birthday cards, cupcakes, office luncheons, day pass checks, new baby gifts/baskets/PCS orders for new inbounds, or a personal text to the individual.