

Keynote Description:

PENNIES FOR PRAISE: Success is Built on Caring!

In a world where speed, metrics, and constant change can quietly drain the human side of work, **PENNIES FOR PRAISE: Success is Built on Caring!** delivers a message that is simple, memorable, and profoundly practical: people do their best work when they feel seen, valued, and connected. This keynote is designed for executive leaders and conference audiences who want a message that lands in the heart, but also changes what happens on Monday morning. It is designed to spark a culture shift by reigniting personal responsibility for the way we treat people, especially in the everyday moments that define an organization's reality.

Hank shows how small, intentional acts of recognition create disproportionate impact. When leaders notice effort, honor contribution, and elevate others in specific and timely ways, trust increases, communication improves, and the distance between “leadership” and “the front line” shrinks. The result is not only a healthier internal culture, but a stronger external brand, because customers and vendors can feel the difference when teams work with genuine care and pride. **PENNIES FOR PRAISE** reframes caring as a high-performance strategy: a way to build loyalty, reduce needless friction, and create an environment where people want to stay and want to win together.

The keynote is anchored by the **SERVE** Framework, a purpose-driven model for leaders who want to build caring, connected, high-performing teams:

- S** - See People
- E** - Engage with Empathy
- R** - Respond with Kindness
- V** - Value Every Contribution
- E** - Elevate Others

SERVE provides a shared language for what great cultures do consistently, not occasionally. It helps leaders and teams recognize the moments that matter, respond with intention, and build a recognition rhythm that reaches every level of the organization. This is not about applause or superficial positivity. It is about building the kind of relational strength that improves collaboration, lifts performance, and creates the emotional safety required for honest communication and continuous improvement.

PENNIES FOR PRAISE also connects directly to Hank's book, ***Serving.LOVE Finding JOY***, a practical guide that teaches how being intentional about love, care, and compassion toward others brings real joy and lasting impact at home and at work. That message becomes the heartbeat of the keynote: when people experience a workplace marked by dignity, encouragement, and genuine appreciation, joy rises, cynicism drops, and engagement becomes sustainable rather than forced. Attendees will leave with a copy of the book.

By the end of the keynote, audiences leave with a clear understanding of what caring looks like in action, why it drives performance, and how simple choices can reshape culture quickly. The outcomes are tangible: stronger personal connection between leaders and employees, enhanced recognition of effort and success at all levels, and a better frontline customer experience that translates into stronger loyalty and higher profits. **PENNIES FOR PRAISE** is a call back to what works, what lasts, and what people never forget: success is built on caring.