

Don't Underestimate The Impact (And Business Value) Of A Simple "Thank You" Note

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Writing a thank you note is such a simple and easy gesture, we may actually undervalue its power, especially in the business world. A study published last year in the journal *Psychological Science* finds that there are several ways in which we [underestimate the impact of saying thank you](#).

First, we miscalculate how grateful the recipient is likely to be. Participants were asked to guess, on a scale of one to five, how happy someone will be to receive such a note. While senders typically guessed a three, recipients usually rated their response at a four or five.