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## TAKE THE KINDNESS MAKEOVER CHALLENGE

The face of business has forever changed and the Kindness Makeover Challenge will help professionals and businesses adapt successfully. “People are increasingly choosing to do business with people they know, like, and trust. The key to success now is to be who people turn to.” says Kristin Tillquist, author of *Capitalizing on Kindness: Why 21<sup>st</sup> Century Professionals Need to Be Nice* (2009, Career Press). “Kindness will get you there.”

Does kindness best describe you or do you identify more with the style of Leona Helmsley? **Find out in five questions for a Kindness Makeover:**

1. Do you and your business have a reputation for kindness?
2. Do you have a likeable personality that draws others to you?
3. Do you have an ample reciprocity reserve built from your past favors and kindnesses?
4. Do you regularly use the power of thanks to win the loyalty of employees, customers, and stakeholders?
5. Do you emphasize cooperation and avoid tit-for-tat competition?

If you answered ‘no’ to any of these questions, a Kindness Makeover is in order! Media Sponsor PINK Magazine and the Little PINK Book is partnering with Tillquist to bring you this Challenge; there is no better time than during the holiday season to reassess your professional impact and image.

Start the Kindness Challenge with these **five tips:**

1. Institute a simple thanking program: at least one compliment a day.
2. Practice extreme customer compassion: think of yourself as the CKO (Chief Kindness Officer) and assign yourself duties that will make your customers’ day.
3. Create a culture of kindness: discuss kindness strategies and give rewards at your next staff meeting.
4. Know that *positivity* equals *productivity*: be friendly and positive, especially in the down economy.
5. Think beyond short term, one-time wins: contact your top competitor and see if you can work together on at least one project.

Implement these simple tips, and anything else you instinctively know is ‘nice’ (visit Kristin’s website at [www.kindnesscapital.com](http://www.kindnesscapital.com) for more ideas), and monitor the results. Take the Kindness Makeover test again near the end of January and send Kristin an email at [ktillquist@earthlink.net](mailto:ktillquist@earthlink.net) with the results by January 25<sup>th</sup>, 2010. Did your kind gestures and deeds make a difference? Do you feel that your reciprocity reserve bank is boosted so that you can call upon it when you need it? What kind techniques did you try, and which ones worked the best? Your feedback may land you in PINK Magazine! Cynthia Good, Editor and CEO of PINK, is excited to SHOWCASE the results of the Challenge posted on [pinkmagazine.com](http://pinkmagazine.com) on Friday January 29<sup>th</sup>.

And remember, when the going gets tough, the tough.... must simply get nicer!

Tillquist’s book, “*Capitalizing on Kindness: Why 21<sup>st</sup> Century Professionals Need to be Nice*” makes the business case for kindness, and she has shared her passion for the nice way of doing business with the media

in countless interviews including CNN Headline News local edition, Fox 5 San Diego, NPR, and many others. Tillquist is the chief of staff to the mayor of the City of Riverside, the seat of one of the largest, fastest-growing counties in America. A former attorney, Tillquist is also a noted speaker about professionalism and why kindness is a 21<sup>st</sup> century imperative for business success.

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