How to Add Goodwill Touches
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**Goodwill messages**—messages sent to colleagues and professional contacts, on occasions such as work anniversaries, promotions, special awards, weddings, etc.,—can help build and strengthen good business relations.

But you can also include brief **goodwill touches** in a short, final paragraph of routine business communication, when appropriate.

**Let’s learn how to weave them in.**
When appropriate, you can include brief goodwill touches in a short, final paragraph of routine / everyday business communication, like below:

**EVERYDAY GOODWILL**

I hope you are well.

I hope you have good weather and an enjoyable time on your vacation to ________.

**SYMPATHY**

I am so sorry to hear _________. Take good care of yourself.

I offer my sincere condolences at this difficult time.

I hope you are recovering well after ________.

**CONGRATULATIONS**

I am delighted to learn that _________. I’m thrilled for you.

I am delighted to learn that _________. You must be so proud.

Congratulations on your special work anniversary.

Congratulations on your wedding. I wish you many years of togetherness, happiness, and love.

The whole team joins me in sending you warm wishes for the future. Again, congratulations!

**STAYING CONNECTED**

Please stay in touch. I would love to hear about your new beginnings in ________.

Let’s get together soon.
In this mini lesson, you learned how to write brief goodwill touches and work them into routine / everyday business communication.

**Let’s Review**

**Goodwill touches** help strengthen good workplace relations.

Take the opportunity, when appropriate, to weave them into routine / everyday business communication.

**Goodwill touches** should be:
- brief and to the point
- sincere and friendly in tone
- courteous yet informal

**Let’s Practice**

**Role Play Scenarios**

Your colleague has just been promoted to __________. Write a brief goodwill touch you can include in an everyday communication with her.

Your colleague has just completed 10 years at your company / organization. Write a brief goodwill touch that you can include in an everyday communication with her.

Your colleague has just gone through a somewhat difficult time because __________. Write a brief goodwill touch that shows sympathy and that you can include in an everyday communication with him.