

# SAFE Praise Practices

When you want people to repeat what works, this framework helps you call it out in a way that sticks.



## **SPECIFIC**

Identify what matters and name it clearly as opposed to “Good job.” Effective praise focuses on what someone did and why it mattered, reinforcing the behaviors and contributions you want to see more of.



## **AUTHENTIC**

Speak from the heart and mean what you say. Genuine praise builds trust and lowers defensiveness, while insincere or exaggerated praise can trigger threat responses in the brain.



## **FREQUENT**

Make acknowledgment a regular practice. Praise fades quickly in short-term memory, while criticism sticks—so recognizing people often helps balance how feedback is remembered and felt.



## **EMPATHETIC**

Tailor your message to the person. Focus on effort rather than innate traits and deliver praise in a way that resonates with how they best receive acknowledgment.