

# STROKES AND STROKING -- GIVING RECOGNITION

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**STROKE** -- "any act implying recognition of another's presence."

## TYPES OF STROKES

- (1) **POSITIVE CONDITIONAL STROKES**  
 "You did a good job" "You are reliable"
- (2) **NEGATIVE CONDITIONAL STROKES**  
 "You goofed" "Your report is unacceptable"
- (3) **POSITIVE UNCONDITIONAL STROKES**  
 "You're Neat!" "I like you" "I love you"
- (4) **NEGATIVE UNCONDITIONAL STROKES**  
 "You're stupid" "I don't like you" "I hate you"

	CONDITIONAL	UNCONDITIONAL
POSITIVE	1 - POSITIVE FOR DOING	3 - POSITIVE FOR BEING
NEGATIVE	2 - NEGATIVE FOR DOING	4 - NEGATIVE FOR BEING

**MARSHMALLOWS AND PLASTIC STROKES** "Of course I love you, we're married, right?"  
**MARSHMALLOWS WITH ROCKS IN THEM** "Not too bad, for a girl."

**DISCOUNT** - A non-relevant stimulus or response. The ignoring or devaluing of some some aspect of a problem, its importance, a solution, or its solution.

- 1. Existence                      Ignore problem, "Huh, what problem"
- 2. Significance                  Not important, minimize impact, "No big deal"
- 3. Changeability                Nothing can be done, "Nothing will help or work"
- 4. Person                         No personal capacity, "I can't do it", "I don't know."

## WAYS OF GIVING STROKES:

### Work related:

- Fringe Benefits - vacations - hospitalization, etc.
- Money - raise, bonus, etc.
- Promotions - different job - more responsibilities
- Status - title - special benefits
- Special Recognition - safety awards - production awards special assignments - etc.

### Non-work related:

- Friendliness
- Personal interest
- Intimate relationship
- Effective listening
- Growth support
- OK reinforcement



**OPINIONS AND FEELINGS ARE FREQUENTLY A PERSONAL TRIUMPH OVER GOOD THINKING  
 YOU DEFINE REALITY BY WHAT YOU KNOW, WHAT YOU BELIEVE, AND WHAT YOU DO ABOUT IT.**