



The Gift that Keeps on Giving

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In the article, "The Gift that Keeps on Giving," Rob Ratton provides insight for management and company leadership on how a supervisee might interpret a gift around Valentine's Day. He provides a few tips.

- If you exchange gifts with any employee on Valentine's Day, try to exchange gifts with all employees
- Exchange the same or similar gifts with all employees
- Be careful that your gift doesn't send mixed messages

To read the full article, please visit [Small Business Council Big Ideas](#).