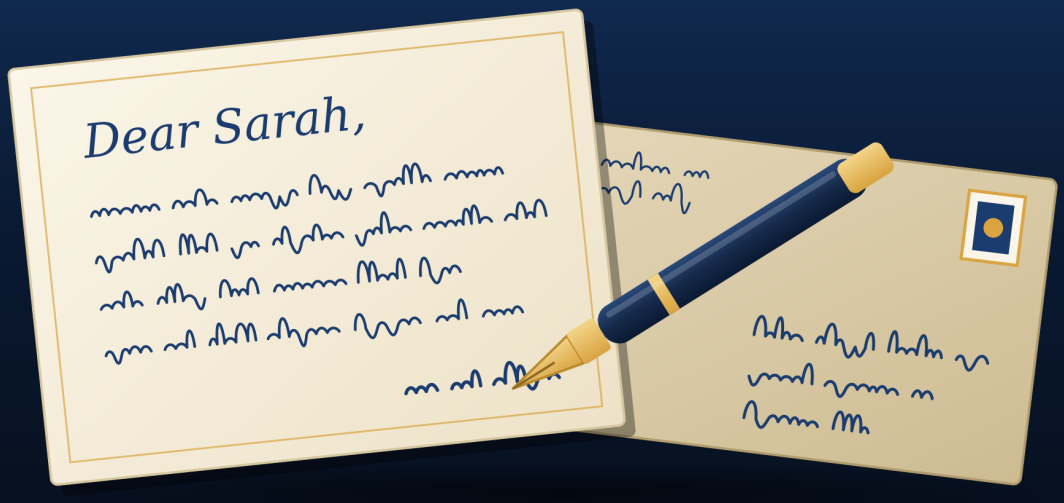
FAMILY & LEGACY

THE HANDWRITTEN NOTE

In a digital age, a handwritten note is a treasure

BOAZ STRATEGIC



A CARD • A STAMP • TEN MINUTES

"Gracious words are a honeycomb, sweet to the soul and healing to the bones." — Proverbs 16:24

At Boaz Strategic, we help leaders put appreciation in writing.

The note *they keep.*

> *A note says: you were worth my time.*

When did you last receive something in the mail that was written by hand? For many people, the answer is a long time ago. In an age of texts, emails and instant reactions, the handwritten note has become a rarity, and that is exactly what makes it powerful.

Appreciation is worth more than we think.

Psychologists Amit Kumar and Nicholas Epley asked people to write letters of gratitude and predict how the recipients would feel. The writers underestimated how positive recipients would feel and how surprised they would be, and they overestimated how awkward the gesture would seem. We hold back because we guess wrong.

A handwritten note carries something a message cannot: evidence of time. Someone chose the card, picked up the pen and sat down with you in mind. That is why notes get kept long after a text has scrolled away.

Make it a practice.

Keep a stock of good notecards and envelopes within reach, with stamps beside them. Some leaders order custom cards with their name on them, which adds the feel of a time gone by. You do not need a wax seal and a signet ring. A quality card and a good pen are enough.

Then put it on the calendar. Once a week, write one note to someone you appreciate or someone who needs encouragement from you. Name what they did or who they are, and say what it meant to you. Writers fret over the words, but recipients are mostly moved by the warmth of the gesture.

The cost is a card, a stamp and about ten minutes. Over a year, that is fifty-two people who know they were seen. For a leader, a parent or a spouse, it may be the best return available.

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Kumar & Epley, Psychological Science, 2018; Proverbs 16:24 (NIV)

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