

## Web Site Makes It Easier To Recognize and Motivate Employees, Children and Others

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As Gerard C. Eakedale so accurately stated, "Recognition is the greatest motivator." AAA Certificates wholeheartedly agrees. In fact, AAA Certificates has recently reorganized its site in order to increase convenience when recognizing and motivating employees, children, and others through the use of award certificates.

AAA Certificates provides pre-made, ready-to-print award certificates as well as completely customizable certificates, which are easily created using their online Make-A-Cert software. Employers, human resource team members, coaches, teachers, parents, trainers, and others will have access to a quick, simple, and effective way of boosting morale, lifting spirits, and rallying the troops. The results can be more self-confidence, increased participation, and stronger levels of commitment.

The correlation between recognition and motivation has been proven time and time again most recently in the business arena by the firm of One Straight Line. In their March 2004 study, One Straight Line found: "There's no magic formula for retaining talented employees. All employers have to do is focus on the basics to create a fair, equitable work environment that fosters contribution, growth, and recognition for a job well done." These same recognition principles apply when motivating children, students, and athletes as well.

"We often complicate things when it comes to motivation. It's actually very simple. Adults and children, employees and students want to know their contributions are of value," states AAA Certificates' President Randy Cullom. "People want to be recognized. This leads to increased motivation and a willingness to try harder. Have you ever seen a child's face when they receive an award? Their expression is priceless. Employees enjoy this type of gratification equally as well. This is precisely why award certificates work."

Organizations including FedEx, Blockbuster Video, the U.S. Department of Defense, and others currently enjoy memberships at AAA Certificates. Countless teachers, scout troop leaders, and school administrators do also. Managers, parents, coaches, and teachers can recognize and motivate those they lead by taking advantage of the thousands of professional, customizable award certificates available in dozens of categories for an economical price.

AAA Certificates can be found online at [www.aacertificates.com](http://www.aacertificates.com) . An unlimited one-year membership costs \$24.95. For additional information, please visit AAA Certificates' web site or phone Randy Cullom at 888-798-4327.

[You can find this press release here](#)