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A New Chapter for Appreciation at Work: Honoring Dr. Paul White and Building on His Legacy

Wichita, KS — November 1, 2025: After years of leading *Appreciation at Work* with vision and purpose, **Dr. Paul White** has announced his retirement from day-to-day leadership. While stepping away from daily operations, Dr. White will continue to serve in his new role as Founder and President-Emeritus, sharing his wisdom and insights through ongoing speaking and writing.

Dr. White's pioneering research on appreciation in the workplace has transformed how teams and leaders connect, communicate, and thrive together. His work has helped countless organizations affirm the value of every person, not just for what they do, but for who they are.

"It has been one of the great privileges of my life to see how the *Languages of Appreciation in the Workplace* have transformed relationships and cultures across industries and around the world," said **Dr. Paul White**. "I am deeply grateful for the thousands of leaders and teams who have embraced these principles, and I have full confidence that William and JC will continue to build on this foundation in new and exciting ways."

As part of this transition, **Dr. William Attaway**, Executive Coach and speaker, and **JC Hite**, founder of Hite Digital and the Scale with Stability Summit, have become the new owners of *Appreciation at Work*. **Dr. Attaway** will serve as the organization's new CEO, leading the team into an exciting new season of growth and innovation while staying deeply rooted in the principles that have guided AAW from the beginning.

"Dr. White's research and heart for people have inspired millions," said **Dr. William Attaway**. "We are honored to carry that mission forward. Our goal is to build on his strong foundation, introducing new ways to help leaders and teams express authentic appreciation and strengthen their workplace cultures."

JC Hite added, "Recruiting and retaining incredible talent will be one of the cornerstones of business growth, even more so with the innovation of AI. I've yet to see an organization that embodies this better than Appreciation at Work. The principles Dr. White created go beyond recognition; they build trust, belonging, and purpose. I'm honored to help carry that mission forward into the next generation of workplaces."

As *Appreciation at Work* looks to the future, the team will maintain the same dedication to responsiveness, service, and care that clients have always known.

Since its founding, *Appreciation at Work* has equipped thousands of organizations to create healthier, more connected workplaces. Its proven approach helps leaders, advisors, and teams learn how to express appreciation in ways that truly resonate, affirming each person's unique value and contribution.

This new chapter is filled with gratitude for where we've been and anticipation for what's ahead. *Appreciation at Work* remains committed to helping people feel seen, valued, and appreciated, because when that happens, everyone wins.

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