
How is Your “Gratitudy” Doing?

By [Dr. Bill Long](#)

A few months ago, while waiting for the waitress to take my order at a local restaurant, my eyes wandered to the line we now expect to see at the bottom of the menu: “18% Gratuity Added on Parties of 6 or More.” But instead of reading that way, I noticed that it said, “18% Gratitude Added on Parties of 6 or More.” I checked and re-checked and then broke into a broad smile. Someone had unknowingly mixed up two words—“gratitude” (thankfulness) and “gratuity” (tip) — and made one word out of it: gratitudy.

As I thought about it for a moment, however, I said to myself, “What a brilliant error!” They had unwittingly taken a term that increasingly is a mere calculation (“You ought to give XX percent gratuity”) and had returned it to its root in gratitude or thankfulness.

Then I realized that in English we lack one noun that expresses the rather cumbersome phrase “an attitude of gratitude.” We can say “gratefulness,” but that word is starting to fade from our vocabulary. In fact, that word mistakenly given on the menu has become my way of trying to capture, in one word, my “attitude of gratitude”—my gratitudy.

Each day, as I think of how to face the day, I ask myself the question, “How is your gratitudy doing today, Bill?” Are you mired in the many things that easily bog you down, or are you able to be thankful to God for blessings large and small? And, the question is one we can all ask, in our families and family businesses, at this Holiday season: How is your gratitudy doing? It’s often easier to complain than express gratitude in life. But now that we have a new word for our attitude of gratitude—gratitudy, I wonder if gratitude can surge ahead of complaints. Now that would be quite a Holiday present!