Michael,

Thank you for a good post.  Morale is so important and so elusive for many leaders - it has been for me at various times in my Army and Navy career as a leader.  I made it a point, especially underway at sea when crewmembers are highly susceptible to depression (Navy Leaders Guide), to greet folks with a big and bright "Good Morning!"  Occasionally someone would engage me with Gandalf's benign interrogative about the statement, and sometimes I got death threats.

Nonetheless, I made it my business, adopting the phrase, “We are the US Navy. We make good days happen.”

Navy Leaders Guide.  (n.d.) Navy Leader's Guide for Managing Sailors in Distress.  Retrieved from http://www.med.navy.mil/sites/nmcphc/Documents/LGuide/depression.aspx

Tolkien, J. (1973). *The hobbit, or there and back again*. London: George Allen & Unwin, LTD.