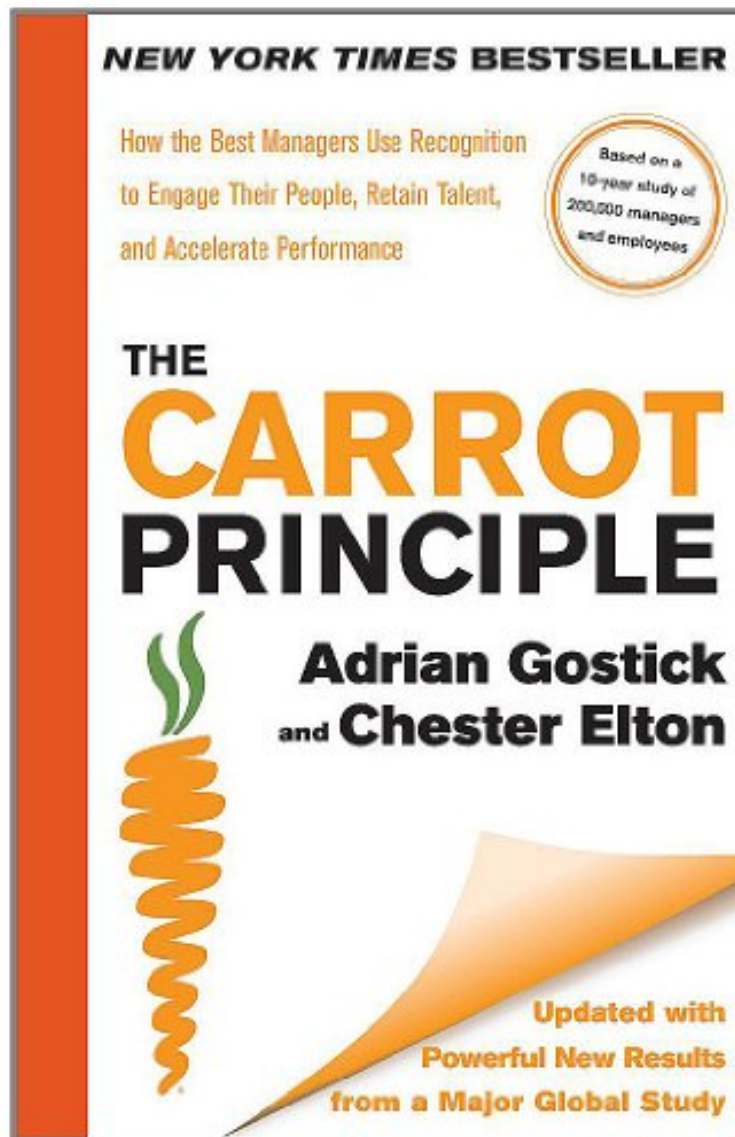


[E-BOOK] The Carrot Principle: How the Best Managers Use Recognition to Engage Their People, Retain Talent, and Accelerate Performance

The Carrot Principle: How the Best Managers Use Recognition to Engage Their People, Retain Talent, and Accelerate Performance

Adrian Gostick, Chester Elton

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Adrian Gostick, Chester Elton : The Carrot Principle: How the Best Managers Use Recognition to Engage Their People, Retain Talent, and Accelerate Performance before purchasing it in order to gage whether or not it would be worth my time, and all praised The Carrot Principle: How the Best Managers Use Recognition to Engage Their People, Retain Talent, and Accelerate Performance:

0 of 0 people found the following review helpful. Should be mandatory reading for ALL Managers!By blhThis book is commonly misquoted by so many HR departments 'quotes of the day' malarkey it's just shows how stupid THEY think YOU are! I also recommend you look at some Ted Talks to go with it to show you it is ALL so very valid still today!!!The STICK or the CARROT - you [need] to decide and this will help.3 of 3 people found the following review helpful. Carrots Aren't Just for Horses!By Lynette R. FlemingAmazing ... 79% of employees who quit their jobs indicate their key reason for leaving as a lack of appreciation. More money? No. Less benefits? No. Nasty coworkers? No. They leave because they feel unappreciated.Enter my department ... Human Resources. We conduct exit interviews and try to figure out why the eager applicant we hired a few months (or years) ago is now sitting on the other side of the desk, happy to be "getting out." We begin recruiting again, hopeful the next person will stay longer than this one did.In the meantime, we are reminded of the cost of turnover, and are charged with the responsibility of finding a better hire. And so the cycle begins again. While many companies, like mine, believe turnover to be mostly caused by poor selection, a 200,000-person study by HealthStream Research found that managers who do a better job with employee recognition have lower turnover, as well as better business results.Most of you who are reading this review are well aware that turnover eats up a chunk of a company's resources, but perhaps you don't know turnover is estimated to be a \$5 trillion annual drain on the U.S. economy. The only way to break this cycle is to keep our outstanding performers engaged.Let the drums roll ... enter The Carrot Principle, a book which can save the day for businesses all over the world. Adrian Gostick and Chester Elton teach us how to create a carrot culture, how to determine whether employees are engaged and satisfied, and how to calculate the level of reward to give. And their 125 recognition ideas will give your managers the tools they need to spread the carrot culture faster than the spread of the flu.Whether you're a manager, a district manager, or a CEO, you need to learn that it is statistically impossible to be considered a "trusted, communicating, team-building, goal setting" manager unless you are effectively using praise and recognition. Don't be one of the 74 percent of leaders worldwide who still don't practice recognition with their employees.So what are you waiting for? Buy this book to propel your company to a "world-class" organization, and end this cycle of costly turnover once and for all.2 of 2 people found the following review helpful. A must for any sales leaderBy Jennifer RodriguezI have found that one of the most lacking areas of leadership development is how to support leaders to motivate people to achieve. There is way too much stick (posing as carrot) in our business culture. This book is refreshing and exciting! My prescription - a daily dose. I like to give this book to peers and partners in a leadership role. One of the things I like most about this book is how it inspires me to develop my own fresh ideas to carry out the principles covered in each chapter. I always have a few books on hand! this is a great gift for leaders you care about, and that you believe care about making a difference.

Got carrotphobia? Do you think that recognizing your employees will distract you and your team from more serious business, create jealousy, or make you look soft? Think again. The Carrot Principle reveals the groundbreaking results of one of the most in-depth management studies ever undertaken, showing definitively that the central characteristic of the most successful managers is that they provide their employees with frequent and effective recognition. With independent research from The Jackson Organization and analysis by bestselling leadership experts Adrian Gostick and Chester Elton, this breakthrough study of 200,000 people over ten years found dramatically greater business results when managers offered constructive praise and meaningful rewards in ways that powerfully motivated employees to excel. Drawing on case studies from leading companies including Disney, DHL, KPMG, and Pepsi Bottling Group, bestselling authors Gostick and Elton show how the transformative power of purpose-based recognition produces astonishing increases in operating results -- whether measured by return on equity, return on assets, or operating margin. And they show how great managers lead with carrots, not sticks, and in doing so achieve higher Productivity Engagement Retention Customer satisfaction The Carrot Principle illustrates that the relationship between recognition and improved business results is highly predictable -- it's proven to work. But it's not the employee recognition some of us have been using for years. It is recognition done right, recognition combined with four other core traits of effective leadership. Gostick and Elton explain the remarkably simple but powerful methods great managers use to provide their employees with effective recognition, which all managers can easily learn and begin practicing for immediate results. Great recognition doesn't take time -- it can be done in a matter of moments -- and it doesn't take budget-busting amounts of money. This exceptional book presents the simple steps to becoming a Carrot Principle manager and to building a recognition culture in your organization; it offers a wealth of specific examples, culled from real-life cases, of the ways to do recognition right. Following these simple steps will make you a high-performance leader and take your team to a new level of achievement.

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Adrian Gostick and Chester Elton, this breakthrough study of 200,000 people over ten years found dramatically greater business results when managers offered constructive praise and meaningful rewards in ways that powerfully motivated employees to excel. Drawing on case studies from leading companies including Disney, DHL, KPMG, and Pepsi Bottling Group, bestselling authors Gostick and Elton show how the transformative power of purpose-based recognition produces astonishing increases in operating results--whether measured by return on equity, return on assets, or operating margin. And they show how great managers lead with carrots, not sticks, and in doing so achieve higher * Productivity * Engagement * Retention * Customer satisfaction The Carrot Principle illustrates that the relationship between recognition and improved business results is highly predictable--it's proven to work. But it's not the employee recognition some of us have been using for years. It is recognition done right, recognition combined with four other core traits of effective leadership. Gostick and Elton explain the remarkably simple but powerful methods great managers use to provide their employees with effective recognition, which all managers can easily learn and begin practicing for immediate results. Great recognition doesn't take time--it can be done in a matter of moments--and it doesn't take budget-busting amounts of money. This exceptional book presents the simple steps to becoming a Carrot Principle manager and to building a recognition culture in your organization; it offers a wealth of specific examples, culled from real-life cases, of the ways to do recognition right. Following these simple steps will make you a high-performance leader and take your team to a new level of achievement. "The Carrot Principle: How Great Managers Use Employee Recognition" An Essay by Adam Gostick and Chester Elton For organizations that do it right, it's a bit like discovering gold in your backyard. Employee recognition, long considered a benefit that costs money, can actually be a management tool that makes money. At first blush, the idea is counter-intuitive. As leaders, we've become accustomed to viewing recognition programs as a cost of doing business. But employee recognition is evolving. A groundbreaking research study of 200,000 employees, unveiled in our new book The Carrot Principle, presents a new paradigm: Applying employee recognition techniques within a context of goal-setting, open communication, trust and accountability, (what we have come to call the Basic Four) accelerates the impact of all of these critical management skills. Continue reading "The Carrot Principle: How Great Managers Use Employee Recognition" More to Explore The 24-Carrot Manager Managing with Carrots From Publishers Weekly Gostick and Elton, consultants with the O.C. Tanner Recognition Company, have made a career out of promoting the idea of employee recognition as a corporate cure-all. (Their previous books include Managing with Carrots, The 24-Carrot Manager and A Carrot a Day). Here, they cover familiar ground, showing how many managers fail to acknowledge the special achievements of their employees and risk alienating their best workers or losing them to competing firms. They advocate creating a "carrot culture" in which successes are continually celebrated and reinforced. Dozens of recognition techniques include the obvious ("When a top performer is going on a particularly long business trip, upgrade her ticket to business class") to the offbeat ("Hire a celebrity impersonator to leave a congratulatory voice-mail message on an employee's phone"). But the authors pad the pages with unsurprising survey results, the umpteenth recapitulation of Abraham Maslow's hierarchy of needs and long anecdotes of questionable relevance (e.g., three pages about Charles Goodyear's rubber-vulcanizing technique in order to introduce the notion that a transforming forcemdash;like employee recognition!mdash;can produce surprising results). Gostick and Elton's philosophy is appealing, but could have been explained in a long magazine article. (Jan.) Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "The Carrot Principle should be required reading for every CEO and aspiring CEO, manager and aspiring manager, every business school student in the world, and every basketball coach. This is the premier prescriptive book on recognition, revealing not only why, but also providing a road map about how." -- Scott O'Neil, Senior Vice President, Team Marketing and Business Operations, National Basketball Association