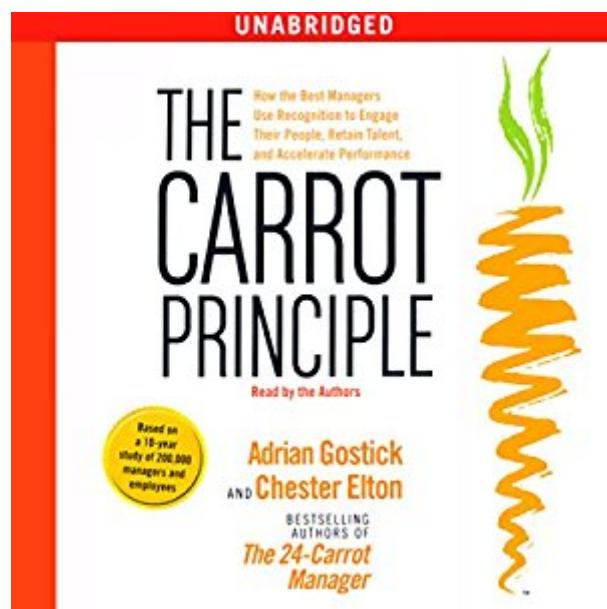


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# The Carrot Principle



## **Synopsis**

Based on one of the most extensive management studies ever undertaken - covering 200,000 people over a ten-year period - this title shows how great managers use constructive praise and recognition to motivate their workforces. --This text refers to an out of print or unavailable edition of this title.

## **Book Information**

Audible Audio Edition

Listening Length: 5 hours and 25 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Simon & Schuster Audio

Audible.com Release Date: December 13, 2006

Language: English

ASIN: B000MDH1PM

Best Sellers Rank: #241 in Books > Business & Money > Economics > Commerce #2455 in Books > Business & Money > Business Culture > Motivation & Self-Improvement #6618 in Books > Business & Money > Management & Leadership > Management

## **Customer Reviews**

This 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.

Amazing ... 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.

I 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.

This book is a great help for any managers who are looking for to boos their company's productivity and performance by inspiring their employees. This book is a must read for all the managers struggling in this recession and when everybody is required to find more creative and cost-effective ways to run their business.

I picked up this book because I was looking for some hard research to present to my CEO (at a small tech startup). I expected to find a mix of statistical surveys and ten-step programs. Instead, the book is very easy to read, and it includes both anecdotal and statistical examples woven throughout. It also discusses how to directly apply the principles of positive reinforcement directly to your daily work as a manager and to your organization as a whole. While many of these principles

seem obvious once you "hear them out loud", I had not considered them so explicitly before reading this book. Seeing them externalized really encourages you to reflect on your existing work relationships. I've already noticed an impact on my teammates after one week; I can't wait to see how far we can go in one month![disclaimer: I've only read through chapter 7 of 10. Nonetheless, it's earned my recommendation!]

A relevant and useful tool for professional growth and building a great team.

I can't find the time to read a book. While I spend hours in a car per week this is a great way to get the information I wanted. THE BOOK IS GREAT... I know I am going to listen to it several more time for it to sink in.

Most people will work harder for recognition than for a paycheck. Great read.

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The Carrot Principle There Is a Carrot in My Ear and Other Noodle Tales (I Can Read Level 1)  
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