



A Carrot a Day: A Daily Dose of Recognition for Your Employees

Adrian Gostick, Chester Elton

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Great managers praise effort and reward results. It's true, and nobody knows it better than the best-selling authors of *Managing with Carrots* and *The 24-Carrot Manager*, Adrian Gostick and Chester Elton. Now from these award-winning authors comes a one-a-day manager's handbook on motivating employees through praise and recognition. *A Carrot A Day* can keep you away from recognition pitfalls and help you develop employees who are more focused, more committed, and more engaged in your noble cause. Read just one a day and you will become a better leaders – a manager who is able to tap the power of recognition to build a stronger workplace where employees focus on company goals, spot new opportunities faster, and have longer employment life spans (translation: lower turnover).

Adrian Gostick is co-author of the bestselling *The Integrity Advantage*. An award-winning business author, Adrian also co-wrote the critically acclaimed business book *The 24-Carrot Manager*, called a “must read for modern-day managers” by Larry King. He has written for *USA Today Magazine*, *Investor's Business Daily* and other national publications, and has been featured on *CNBC*, *MSNBC* and *NPR*. Adrian is director of corporate communication with the *O.C. Tanner Company*. Adrian has a master's degree in strategic communication and leadership from *Seton Hall*, and is a guest lecturer on ethics at that university.

Chester Elton is co-author of the best-selling books *Managing with Carrots* and *The 24-Carrot Manager*. As a motivation expert, Chester has been interviewed by *The Wall Street Journal* and has been a guest on *CNN*, *Bloomberg Television* and on *National Public Radio*. A sought-after speaker and recognition consultant, Chester is VP of performance recognition with the *O.C. Tanner Recognition Company*. He has been a featured speaker at the *HR Southwest*, *Incentive Magazine Forums*, *New York City Premium* and *Incentive Show*, and *Chicago Motivation Show*.

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