

The Carrot Principle

*How the World's Best Engage Their People,
Retain Talent, and Accelerate Performance*

January 20, 2011

8:30 am - 12:00 pm



Creating an environment of engaged talent not only reduces the cost of turnover, but also accelerates top and bottom line performance. According to the Gallop Management Journal, "actively disengaged" employees - workers who are fundamentally disconnected from their jobs - are costing the U.S. economy between \$292 billion and \$355 billion a year. Can employee recognition help turn this around...the answer is yes!!!

This workshop builds its foundation on the research found in *The Carrot Principle*. Chester Elton speaks from the groundbreaking findings of a 10-year, 200,000-person study on leadership effectiveness. He also highlights compelling examples of leaders from ordinary organizations that have positively transformed business results through the use of employee recognition.

Elton will lead a lively discussion of how your organization can build high performing teams that outperform their peers by adopting The Carrot Principle. The presentation concludes with specific examples and hints for leaders who are ready to get started on a recognition strategy or are looking to enhance their current recognition abilities.

Chester Elton has co-authored several successful leadership books including *The Carrot Principle*, *The Orange Revolution*, *The Invisible Employee*, and *The 24-Carrot Manager*. His works have been translated into over 20 languages and sold more than half a million copies worldwide.

Called the "apostle of appreciation" by the *Globe and Mail*, Canada's largest newspaper, and "creative and refreshing," by the *New York Times*, Elton has spoken to audiences all across the world. In 2005, he was the highest rated speaker at the national Society for Human Resource Management annual conference (Bill Cosby was the number-two rated speaker).

He serves as a recognition consultant to Fortune 100 firms such as DHL, KPMG, Wal-Mart and Avis Budget Group.



This program will help executives:

- Evaluate their current recognition programs and their value
- Build recognition strategies that will make a difference in developing high performing teams
- To create specific recognition moments to impact their organization