

Carrots 2.0

How today's managers use recognition to engage their people, retain talent, and accelerate performance

The Dilemma:

Most managers want to create culture where their teams achieve above-and-beyond results, but for a culture to rally take off, teammates must encourage each other on a daily basis. The answer is in rooting for each other; having each other's backs, appreciating strengths, and recognizing strategic behaviors.



The Research:

Based on their #1 bestselling book *The Carrot Principle*, which unveiled a 10-year, 200,000-person survey, Gostick & Elton have become the preeminent authority on employee recognition. Now, as they introduce us to *Carrots 2.0*—showing incontrovertible evidence that today's employees respond best when they are recognized for things they are good at and for those actions where they had to stretch.

The Result:

Gostick & Elton introduce audiences to new generational and industry-specific data from their 2016 proprietary survey of 14,000 working adults—helping managers link recognition to what is most meaningful to their employees. They introduce practical concepts that help managers encourage excellence, including ideas such as appreciation vs. recognition, effort vs. achievement, and praise vs. rewards.

The Audience:

Designed for managers, Gostick & Elton have presented “Carrots 2.0” to corporate audiences and associations worldwide. The session is typically customized to an organization's specific recognition needs and can also include the organization's available R&R tools.

For speaking inquiries and availability, contact us at 1-844-668-4888 or lance@thecultureworks.com