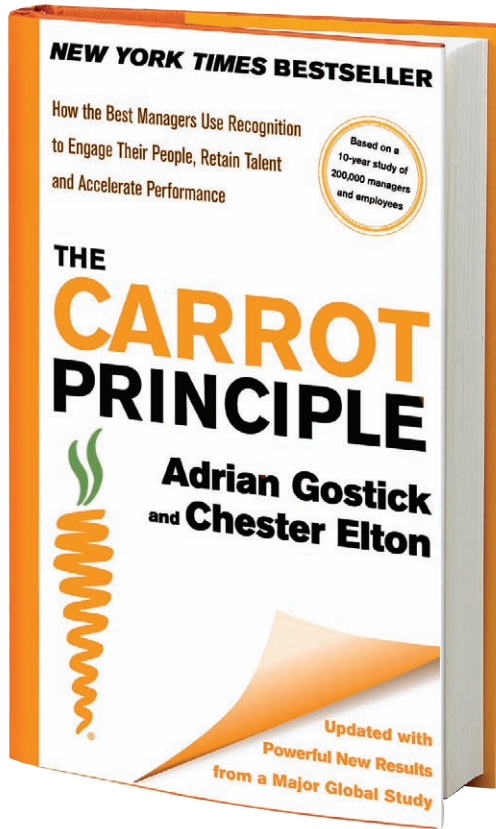


Keynote #1

The Carrot Principle: Engaging Employees through Recognition



A *New York Times*, *USA Today* and *Wall Street Journal* bestseller, *The Carrot Principle* has become the preeminent source on employee engagement and recognition.

Based on his runaway bestseller, *The Carrot Principle* keynote reveals the ground-breaking 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.

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.

“Chester has his finger on the pulse on what any industry needs to develop a positive workforce and build loyalty.”

— *Hard Rock, International*

Drawing on case studies from leading companies including Disney, KPMG and the Pepsi Bottling Company, the bestselling author shows how the transformative power of purpose-based recognition produces astonishing increases in operating results. Chester shows how great managers lead with carrots, not sticks and in doing so achieve higher:

- Productivity
- Engagement
- Retention
- Customer Satisfaction

This exceptional presentation introduces 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, drawn from real-life cases, of 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.

