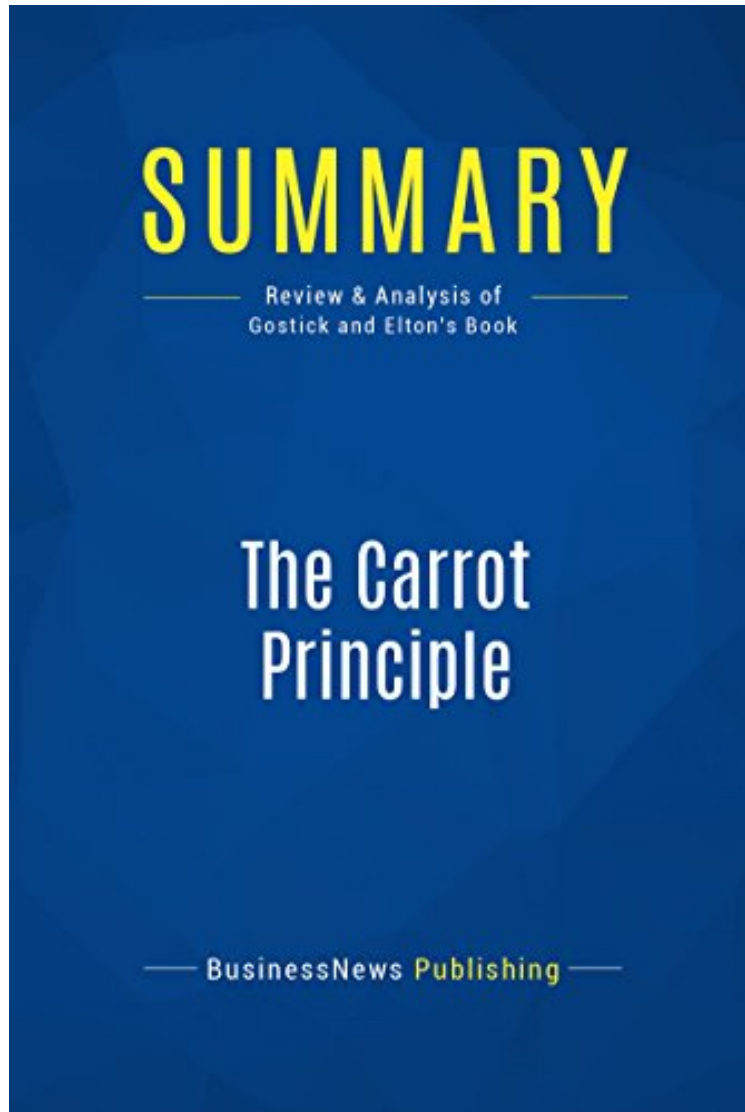


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## Summary: The Carrot Principle: Review and Analysis of Gostick and Elton's Book

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The must-read summary of Adrian Gostick and Chester Elton's book: "The Carrot Principle: How the Best Managers

Use Recognition to Engage Their People, Retain Talent, and Accelerate Performance". This complete summary of the ideas from Adrian Gostick and Chester Elton's book "The Carrot Principle" presents the results of a study on workplace productivity. This study has shown there are tangible and quantifiable financial benefits to be derived from giving people recognition for their achievements that is separate and distinct from what they are paid. Developing a culture of recognition seems to act like an accelerant, taking a team from where it is now to where it can be in the future in terms of performance. In their book, the authors explain that in order to build your own high performance team, company or even personal career, you should learn how to thank the people you work with more effectively. Added-value of this summary: **Save time**; **Understand key concepts**; **Expand your knowledge** To learn more, read "The Carrot Principle" and find out why you should follow in the footsteps of the greatest managers and lead with carrots, not sticks.