



## CHESTER ELTON

The "Apostle" of Employee Appreciation

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Called the "apostle of appreciation" by the Globe and Mail, and "creative and refreshing" by the New York Times, Chester Elton is co-author of several successful leadership books.

Elton's books have been translated into over 20 languages and have sold over half a million copies worldwide. "The Carrot Principle" has been a New York Times and Wall Street Journal best-seller, and "24-Carrot Manager" has been called a "must read for modern-day managers" by Larry King of CNN. In 2006, "The Invisible Employee" also made the New York Times best-seller list.

As a motivation expert, Chester has been featured in The Wall Street Journal, Washington

Post, Fast Company magazine and the New York Times. He has also been a guest on CNN, Bloomberg Television, ABC's Money Matters MSNBC and on Public Radio. A sought-after speaker and recognition consultant, Chester is the senior Vice-president of Carrot Culture with the O.C. Tanner Recognition Company.

Chester has spoken to delighted audiences from Seattle to Singapore and from Toronto to Istanbul. In 2005 he was the highest rated speaker at the Society for Human Resource Management annual conference. He serves as a recognition consultant to Fortune 100 firms such as DHL, KPMG, Wal-Mart and the Avis Budget Group.

## **TEMAS**

- Motivation
- Management
- Human Resources
- Employee Appreciation

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## **PROGRAMAS**

### **The Carrot Principle**

Based on his runaway best-seller, Chester Elton's Carrot Principle workshop or 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. Drawing on case studies from leading companies including Disney, KPMG and The Pepsi Bottling Group, Chester shows how the transformative power of purpose-based recognition produces astonishing increases in

operating results.

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.

## **The Invisible Employee**

There is a crisis in business today: the potential of your employees and new hires is being trapped, squashed or just overlooked. Only one keynote speaker is unraveling the truth by ripping through Fortune 500 companies with a bag full of keys to unlock the power of your people, and that is Chester. Based on the New York Times best-selling book "The Invisible Employee", he unlocks the hidden potential of your workforce.

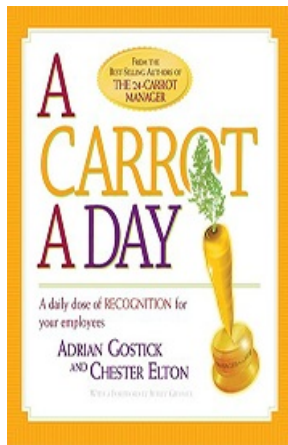
Chester enlightens, inspires and energizes audiences, sharing why many employees today feel over-looked, ignored and completely unappreciated. He exposes why employees respond to those feelings with negative reactions: doing just enough to get by, grumbling about work and passing toxic attitudes on to team members. After all, why bother shining when no one notices your achievements?

The Invisible Employee keynote leverages hard-won wisdom with Elton's renowned blazing energy, humor and real life examples. Across the globe and into the most recognized companies, he helps managers combat one of the most common negative forces in business: smart employees hiding from their potential and never doing more than is asked.

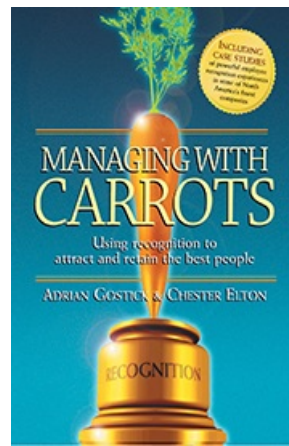
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## **PUBLICACIONES**

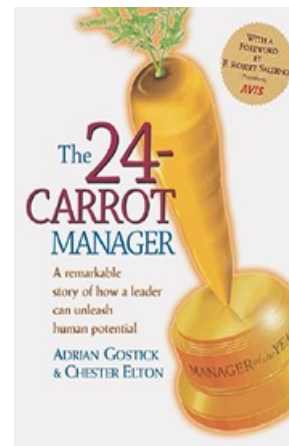
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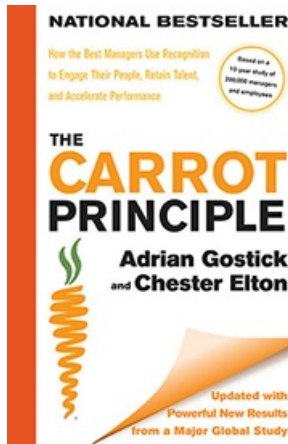
A CARROT A DAY



MANAGING WITH CARROTS



THE 24 CARROT MANAGER



THE CARROT PRINCIPLE