



Adrian Gostick

Adrian Gostick is the author of several bestselling books on corporate culture, including the New York Times, USA Today and Wall Street Journal bestseller *The Carrot Principle*. He also wrote the bestsellers *The Integrity Advantage* and *The 24-Carrot Manager*. His research on employee engagement has been called a "must read for modern-day managers" by Larry King of CNN, "fascinating," by Fortune magazine and "admirable and startling" by the Wall Street Journal. Adrian's books have been translated into 20 languages and are sold in more than 50 countries around the world.

As a leadership expert, he has appeared on numerous national television programs including NBC's Today Show and has been quoted in dozens of business publications and magazines. Adrian is Vice President of The Carrot Culture Group, a consulting and training division of the O.C. Tanner Company, the world's largest employee recognition firm. Adrian earned a master's degree in Strategic Communication and Leadership from Seton Hall University, where he is a guest lecturer on organizational culture. Adrian Gostick helps create more profitable, focused and energized businesses through the power of employee engagement. He gives your leaders the tools they need to motivate and reward your workforce.

Speech Topics

The Invisible Employee: Realize the Hidden Potential in Everyone

There's a crisis in business today: the invisible employee. Feeling overlooked, ignored and unappreciated, these invisible employees fight back the only way they know how ... by staying hidden in the corporate shadows, doing just enough to get by, grumbling about this and that, and passing these techniques along to new workers. You probably know your share of these folks -- you may even have a few working for you. But what can be done?

Employee recognition experts Chester Elton and Adrian Gostick teach how simple praise and recognition techniques will result in productive employees who feel noticed, valued and appreciated. Their compelling presentation is packed with examples and best practices from leading companies such as DHL, VNU Media Measurement, Xcel Energy, and Friendly Ice Cream Corporation.

The Invisible Employee: Realize the Hidden Potential in Everyone discusses real leaders who have learned how to better manage employees by valuing and appreciating them. In today's competitive environment, all of us are looking for the next big product, the next big capability or solution. But great managers are turning back to the basics. They are finding that recognizing people leads to a more engaged workforce and a more successful business.

Become A 24-Carrot Leader

Gostick and Elton's most popular presentation, "Become A 24-Carrot Leader" illustrates there is a way to retain your best employees and win the commitment of all your people. It's called employee recognition. In a dynamic, humorous and powerful presentation, corporate

recognition consultants Adrian Gostick and Chester Elton show business leaders how to create powerful, bonding recognition experiences and present case studies of effective recognition from some of North America's finest companies.

Plentiful examples show how to choose the right reward for your employees, how to time the giving of a reward to motivate performance, how to effectively present rewards, when to give praise in public and when to make it a private celebration, and how to motivate employees to work harder and smarter with the company's goals in mind.

Everything You Need to Know About Recognition You Learned from Your Mom

Who says employee recognition has to be difficult? Using a combination of non-cash recognition and simple training for the presentation of formal awards, many of today's leading companies are successfully transforming their corporations into "Carrot Cultures" - creating workplaces where employees are committed, profitability is high, and retention is among the best in their industries. In a presentation that serves exceptionally well as a keynote address or breakout, authors and recognition consultants to numerous Fortune 100 firms, Chester Elton and Adrian Gostick illustrate how companies like KFC/Tricon, Avis, and Johnson & Johnson spread the power of recognition across diverse locations and how every organization can implement these simple principles.

You'll learn:

- Recognition/motivation programs do not need to be complex or expensive.
- Most non-monetary and formal recognition doesn't have the impact it should.
- With a few simple ideas used in America's best companies, you can increase the impact of the recognition presentation.
- The impact of recognition on your organization can be measured. Companies have learned how to measure the impact of recognition.

The Integrity Advantage

With research based on his best-selling book "The Integrity Advantage," written with Harvard researcher Dana Telford, Adrian Gostick describes the characteristics that are consistently displayed by people and organizations with integrity. Gostick helps leaders:

- Gauge and enhance their own personal level of integrity
- Find the right way in gray areas
- Recognize and hire integrity in others
- Build a culture of integrity and trust throughout their organizations

Here's the bottom line: If your employees don't believe in the messenger - your leaders - they won't follow them. If consumers don't believe in the credibility of your sales staff, they won't buy from them. Ethical companies outperform unethical companies. It's that simple.