



The Daily Carrot Principle: 365 Ways to Enhance Your Career and Life

Adrian Gostick, Chester Elton

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From the authors of the smash bestseller *The Carrot Principle* comes an inspiring and lively page-a-day guide to harnessing the remarkable power of the carrot—taking yourself and your team to new heights of success in work and life.

Based on their twenty years of experience teaching leaders at Fortune 100 companies, as well as one of the largest research studies ever conducted on workplace satisfaction, Gostick and Elton share a wealth of wisdom about simple but amazingly effective ways to boost your productivity and work satisfaction by setting clear goals, communicating effectively, building trust, and offering recognition in ways that make others feel appreciated and motivated.

Each engaging page of *The Daily Carrot Principle* features a core kernel of wisdom, enlivened by thoughtful and witty quotes from the likes of Thomas Edison, Rosabeth Moss Kanter, Jim Collins, and Oprah Winfrey, plus a bonanza of insights from standout managers and employees the authors have studied. An easy-to-implement "carrot action" ends each page, providing the simple steps to begin applying this wealth of wisdom immediately.

Whether you are a business leader, team member, student, mom or dad, or anyone hoping to achieve more in your life, this book will be an inspiring and practical guide to unleashing your hidden potential and leading a richer life.

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