

The 24-Carrot Manager
By Adrian Gostick & Chester Elton

This is a short and quick book given to me by a woman after attending one of my workshops discussing employee retention. Built along the lines of *The One-Minute Manager, Who Moved My Cheese?*, and other powerful books, does a good job of driving home a very simple point—you have to show that you care.

The authors and I are in agreement with the following points:

1. Managers and business owners have hidden fears when it comes to offering praise. These include not wanting to get too familiar with employees, not seeing what's in it for them, not having the time, not wanting to play favorites and having it lose its impact over time. Oh, and of course, they may ask for more money. These fears are nonsense. Seldom, if ever, do they become one's reality.
2. There are hundreds of great ideas for helping to craft rewards. Here are some of them:
 - Look at the items people display in their personal spaces to get ideas for personalized recognition awards.
 - When you're walking around and you notice something great, say so immediately to the employee.
 - Make sure you are rewarding the right thing.
 - Make sure to recognize at least one person at every meeting.
 - Write a personalized note or thank you card. Emailing won't do.
 - Ask people what they want. See the attached form I created to help you do just that.
 - Make the Going the Extra Mile reward proportionate to the employees' efforts and outcomes.
 - There are no bad ideas.
 - Send a letter of praise to the employee's home.
 - Make sure to remember their special days. I calendar this information in my contact management program. See the form attached Getting to Know You Form.
 - Let them use your parking space.
 - Bring in their favorite cup of coffee.
 - Give them money to take their co-worker to lunch.

- Offer golf lessons, maid service, take the whole team to a movie, take the afternoon off, and the list goes on. I suggest you take a look at the Retention Possibilities Spreadsheet on HR That Works.
- When giving praise, be timely, specific, sincere, and prepared. Make it a ceremony.

Like I said, 100 pages of good reading. These types of books are helpful because whether it's a piece of cheese, a 1-minute timer, a carrot, or some other form of metaphor, it helps us keep this concern "top of mind." I also suggest you read Bob Nelson's *1001 Ways to Reward Your Employees* as well as view the Training Module on How to Keep Great Employees on the HR That Works program.

“GOING THE EXTRA MILE”

“One of the most important principles of success is developing the habit of going the extra mile. You can start right where you are and apply the habit of going the extra mile by rendering more service and better service than you are now being paid for.”

Napoleon Hill,
“Think and Grow Rich.”

We know it’s our employees that make us an excellent company. We want to know when you, a co-worker, supervisor, subordinate or team “goes the extra mile,” so we can learn from the effort, acknowledge the effort and in our discretion, reward the effort. Please fill out this form and forward it to [your supervisor] any time you or someone else completes a project or effort you feel is deserving of special recognition.

To maintain the full benefit of this procedure we expect anyone nominated to already be engaged in satisfactory performance and behavior.

Employee Name: _____ Client/Customer: _____

Today’s Date: _____ Project/Activity: _____

1. Please describe how you or someone else went the “extra mile”?

2. How much “extra” time did you or the other person put in and when was it done?

3. What “extra” client value/benefit was created?

4. What “extra” company value/benefit was created?

SUPERVISOR

- o I reviewed “Going the Extra Mile” Form.

As a supervisor I learned:

Suggested form of Employee Recognition Award:

Additional Comments:

MANAGEMENT OR AWARD COMMITTEE

Reward Offered _____

Comments:

GETTING TO KNOW YOU

Please fill out this form so your management team can get to know you better. Thanks!

Employee's Name: _____

Nickname(s) or what you prefer to be called: _____

Spouse's Name: _____

Significant Others: _____

Birthday and Anniversary Dates: _____

Children's Names, Ages, Birthdates, Gender:

Name:	Age:	Birth Date:	Gender:

Outside Interests:

Triumphs:

Challenges:

Something most people would never guess about me (i.e. I was a semi-pro hockey player or a cheerleader at Penn State, etc.):

We know you're going to accomplish great things here. What type of rewards do you find the most motivating:

- Cash
- Event tickets
- Gift certificates
- Private recognition
- Public recognition
- Other: _____