



# The Invisible Employee: Using Carrots to See the Hidden Potential in Everyone

*Adrian Gostick, Chester Elton*

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## Praise for The Invisible Employee

"*A gem of a book* . . . finding that workers who are recognized are more productive, have fewer on-the-job accidents, and translate their satisfaction into customer satisfaction."

—Financial Post

"*There is magic in this book.* Whether you are looking for a few good tips to keep a good thing going or need to recapture the very essence of a productive workplace, *The Invisible Employee* provides valuable lessons nestled among the pages of a clever and compelling story."

—Stephen C. Lundin bestselling coauthor of *Fish!*

"Gostick and Elton's simple-to-understand and teachable approach of setting and supporting core values and recognizing and celebrating those behaviors can be a very effective management technique for creating a committed and engaged workforce of 'visible employees.' *This is a culture no organization can afford to be without.*"

—Michael R. Losey President, World Federation of Personnel Management Associations

"The basic principles detailed in *The Invisible Employee* are *simple yet profound*: (1) setting a guiding vision, (2) seeing employees supporting that vision, and (3) praising and celebrating that behavior. Engaging our entire staff by using these principles helps Friendly's provide great memories for our guests."

—John L. Cutter CEO and President, Friendly's Ice Cream Corporation

"*The Invisible Employee* is a very *inventive and original* book. Combining facts that will surprise you and a fable that will fascinate you, Gostick and Elton have crafted a book that educates and entertains. The Invisible Employee is a wonderful read with a powerful message, and I highly recommend it to leaders at all levels."

—Jim Kouzes coauthor of *The Leadership Challenge*

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