

**MAKE THEIR DAY!**  
**EMPLOYEE RECOGNITION THAT WORKS**  
SIMPLE WAYS TO BOOST MORALE, PRODUCTIVITY, AND PROFITS

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## About the Author

Employee recognition expert Cindy Ventrice is a management [consultant](#) and workshop leader with over 20 years of experience. Through her company, Potential Unlimited, she helps organizations improve performance by improving work relationships.

Upon graduation from college in 1983, Cindy became employed in the fledgling personal computer field as a special projects manager. After only six months, her employer went bankrupt and laid off its entire workforce. The contacts she made during this brief employment allowed her to leverage her knowledge of computer systems and establish herself as an independent consultant. In that capacity, she helped hundreds of organizations computerize their accounting and operational systems, acting as advisor, project manager, technical resource, and trainer.

Her strong understanding of technology provided Cindy with an opportunity to work on many diverse projects including: developing bakery production and real estate management systems, and setting up job-costing, inventory tracking, payroll processing, and point of sale systems. Over time, she had the opportunity to work in a wide range of industries including: technology, nonprofit, government, health care, manufacturing, trade, service, education, and tourism, developing a comprehensive understanding of business operations.

With each project, Cindy had a chance to observe and learn, firsthand, about employee loyalty and motivation. She began to see a correlation between project success and the way employees are treated, and eventually developed a project management course that focused less on scheduling and resource management and more on the cooperative and collaborative elements of effective project management.

Slowly, she moved away from technology-based solutions and towards people-based solutions, creating a variety of workshops solidly grounded in basic business operations. One workshop taught companies how to maneuver through the risks associated with organizational change. Another taught managers how to get employees excited about improving customer service.

Today, Cindy's [consulting](#) and [coaching](#) practice focuses on helping organizations improve operations, products, and services by improving workplace relationships and employee morale through effective employee recognition programs and leadership training. She still works with organizations in both the public and private sectors, teaching managers and supervisors how to improve loyalty and productivity with employee recognition, and offering workshops for administrators on how to develop great employee recognition programs. A frequent [keynote speaker](#), she addresses audiences on issues ranging from motivating volunteers to retaining the best employees and keeping them happy and productive. Cindy is also an active member of the National Speakers Association and currently serves on the board of the Northern California Chapter.

To see where Cindy has appeared click [here](#).

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Cindy grew up in the San Francisco Bay Area, and later graduated with a BA from the education department of San Jose State University. She now lives in Santa Cruz, California with her husband Gary. Her son, Tony, is a recent college graduate. Cindy uses the recognition techniques presented in *Make Their Day!* in nearly every aspect of her life: from parenting, to marriage, to work relationships, and even her relationship with her mechanic!

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