

Praise for

***Make Their Day!* Employee Recognition That Works**

"For years I've said the key to developing people and creating great organizations is to catch people doing things right. In *Make Their Day!* you'll learn how to best recognize others for their contributions."

—**Ken Blanchard, coauthor, *The One Minute Manager and Whale Done!***

"This is no ordinary management book. Cindy Ventrice has done her research. She's looked at a variety of companies and interviewed dozens of managers to look beneath the surface. There are many books on employee recognition, but this one is by far the best."

—**Robert Levering, coauthor of *Fortune's* annual "100 Best Companies to Work for in America"**

"The first time I've seen this issue so sharply articulated, with real solutions to a very basic need. We all need recognition; but only if it is genuine and individual to each of us."

—**Michael Marcum, VP of Corporate Account Sales—FedEx Freight**

"Cindy Ventrice has done an excellent job at identifying the key issues that make or break effective recognition today with fresh examples and case studies that support her advice and show it can be done."

—**Bob Nelson, Ph.D., Author of *1001 Ways to Reward Employees* and *The 1001 Rewards & Recognition Fieldbook***

"Anyone who manages anyone should read this book. If you're going to spend time (or money) on rewards or recognition, you might as well get maximum return on your investment. Follow Cindy's suggestions and there's no doubt you'll do that. You'll have engaged, happy employees who want to stick around and do their best for you!"

—**Sharon Jordan-Evans, President, Jordan Evans Group,
co-author of *Love 'Em or Lose 'Em: Getting Good People to Stay***

"*Make Their Day! Employee Recognition That Works* is a book that is greatly needed in both the business and nonprofit world. I am impressed with the quality of this publication and highly recommend it."

—**Millard Fuller, Founder and President, Habitat for Humanity**

"This book is chock full of ideas that work. Read it, and you will come away with a profound understanding of the kind of recognition your people REALLY value and respond to. Hint... it's not the T-shirts, plaques, trips, trinkets, and other stuff you've been wasting money on!"

—**Bill Catlette, co-author of *Contented Cows Give Better Milk***

"Recognition is a key to retention, pride, motivation, and ultimately effectiveness. In *Make Their Day!* Cindy shows us why it is so important and how to do it. This is one of the most comprehensive and useful books ever written on this topic!"

—**Marshall Goldsmith, Founding Director of the Alliance for Strategic Leadership and the Financial Times Knowledge Dialogue**

"The ideas and concepts that Cindy identifies in this book will help managers tune in to the type of recognition employees need most and in turn maximize their collective performance."

—**Mike Little, VP Worldwide Professional Services and Support and GM Asia Pacific—Remedy Corporation**

"An insightful roadmap for business leaders who want to create a work environment where employees thrive and enjoy getting out of bed and heading to work each day. Cindy Ventrice hits the mark with great perspective on the kind of recognition that great employees crave and deserve."

—**Kip Tindell, CEO and President, The Container Store**

"Cindy has taken a complex subject and has turned it into 'nuts and bolts' basics! From her critical observations, she has distilled a wide-ranging variety of business management styles down to an almost 1,2,3,4 'here's how it's done technique."

—Norm Weiss, President—Design Octaves, Inc

"If you want to learn what *really* makes people tick, read this book! It contains the tools you need to unleash people's potential and bring out the best in *all* types of relationships—from relationships with employees and coworkers to relationships with friends and family."

—Elizabeth Carlassare, writer and author of *Dotcom Divas*

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