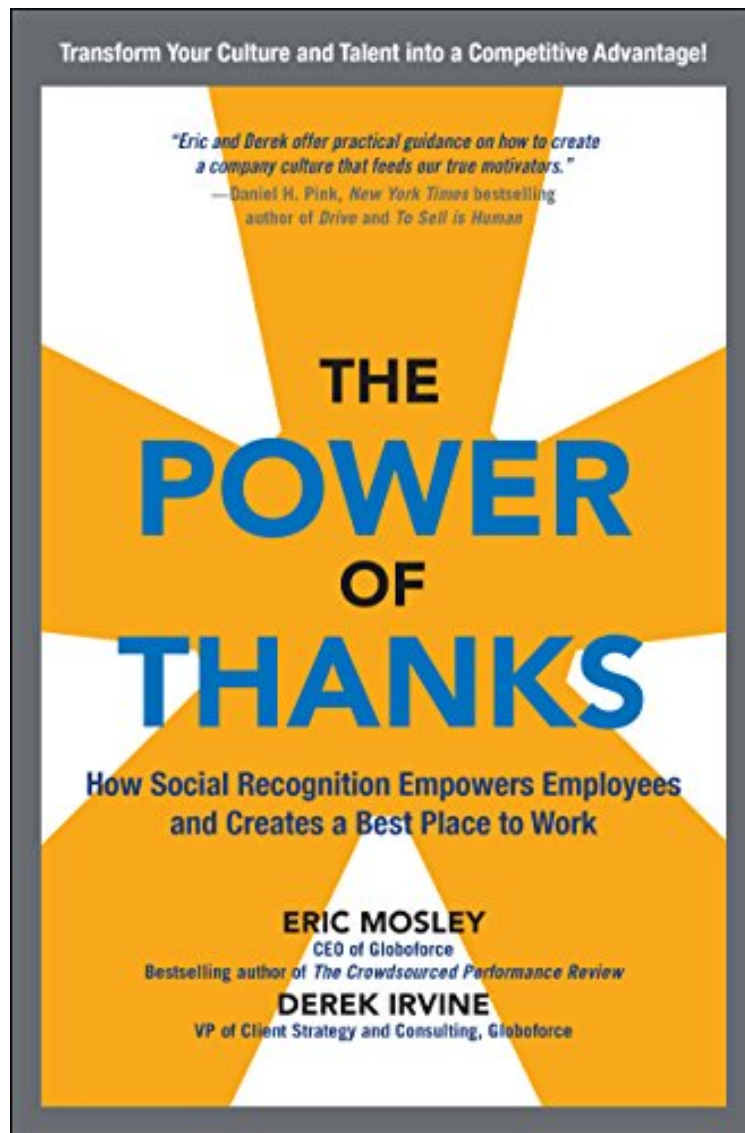


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The most powerful word in your leadership vocabulary is . . . THANKS! Building a fully engaged, energized workforce is the key to business success. *The Power of Thanks* reveals how leading companies like Intuit, JetBlue Airways, IHG, Symantec, ConAgra Foods, and The Hershey Company empower employees through social recognition, in which the practice of mutual appreciation and trust directs and rewards higher performance. Eric Mosley and Derek Irvine, executives at the world-renowned employee recognition firm Globoforce, explain why social recognition is so powerful and how you can apply it in your company. Case by case, they show how a carefully planned and consistently executed Culture of Recognition business strategy inspires: Greater employee engagement and loyalty. Stronger, more unified teams and departments. A creative, innovative company culture. Improved customer satisfaction. Increased profitability and organizational health. Mosley and Irvine provide practical advice and proven examples for devising a powerful, growth-generating strategy that modernizes employee recognition for today's social, global, multi-generational and 24x7 wired workforce. When employees participate in a culture that makes everyone a stakeholder in the organization's success, positive energy spreads like wildfire, and business results follow. Something so simple and powerful might work like magic, but it's really just common sense. It's smart management. It's long-term thinking. It's *The Power of Thanks*.

From the Inside Flap: Employee engagement is the great, untapped resource of most organizations. Yet only 25 percent of employees are truly engaged in their work. Why are all the others so reluctant to "get in the game"? *Winning with a Culture of Recognition: Recognition Strategies at the World's Most Admired Companies* reveals the surprising answer: Most managers fail to formally recognize high performance and connect it with company culture. Salary and bonuses are only part of today's employment contract. To get everyone performing together, employers need to create a culture of appreciation, recognition, and reward. Authors and Globoforce thought leaders, Eric Mosley and Derek Irvine, CEO and Vice President of Client Strategy and Consulting, respectively, look deep inside the root of this problem and provide hands-on steps to help any employer create a culture fostered by strategic recognition, a management practice as different from the old "rewards programs" as Six Sigma is from last century's "quality control." Mosley and Irvine's proven theories take a practice (recognition and rewards) that has been misused for nearly a century and evolve it into the must-have business strategy to engage employees and manage a company culture in the 21st century. *Winning with a Culture of Recognition* guides managers and chief executives alike through the psychology of recognition and its effect on performance. Sharing successful methods implemented by clients such as Symantec, Intuit, Dow Chemical, and Amgen, *Winning with a Culture of Recognition* shows how any manager can create a positive culture of appreciation. From the Back Cover: PRAISE FOR THE POWER OF THANKS "Eric and Derek offer practical guidance on how to create a company culture that feeds our true motivators." -- Daniel H. Pink, New York Times bestselling author of *Drive* and *To Sell is Human* "At work, nothing matters more than being valued and appreciated. By providing a natural way for people to give and receive recognition, the strategies outlined in this book can help HR leaders drive higher levels of engagement and performance." -- Adam Grant, Wharton professor and New York Times bestselling author of *Give and Take* "The principles in this book have redefined how Hershey employees interact across the globe every day. There is immense power in a thank you and well done. Social recognition is not a 'nice-to-have'. . . it is part of a winning, vibrant culture that will help deliver sustainable performance and outstanding results." -- Kevin Walling, SVP, Chief Human Resources Officer, The Hershey Company "Perfect guide for business leaders in positively tapping the talents of their associates, especially during stressful, turbulent times." -- Steve Forbes, chairman and editor-in-chief of Forbes Media and bestselling author of *Money* "The Power of Thanks isn't just a book. It's a greater movement driven by social recognition to show your people how truly important they are to the mission of a company. It's helped us 'lift' our crewmembers to higher levels of performance and engagement by

recognizing the most important pieces of our culture: our values and people." -- Michael Elliott, SVP of People, JetBlue Airways "Recognition is something we all crave on the inside. When it's done effectively, in the ways Eric and Derek articulate, it resonates on the outside, driving positive change and moving organizations to enviable levels of success." -- Marshall Goldsmith, author of the New York Times bestseller What Got You Here Won't Get You There About the Author Eric Mosley is CEO of Globoforce, where he helps companies build strong cultures of engaged employees by taking a modern, more strategic approach to recognition. Today, Globoforce is trusted by some of the most admired companies in the world to inspire and energize employees and create best places to work. He is the author of The Crowdsourced Performance .