

How big is your carrot?

We've all heard the old fable.
The one about the farmer
and the donkey.

And how, to get more work
out of the donkey,
the farmer dangled
a juicy carrot,
tantalizingly,
just out of its reach.

In Harvard-speak,
he used an incentive
to achieve increased
employee productivity.

Sadly, like all the best ideas,
it has been abused.

The novelty has worn off.

As you'll no doubt agree,
motivating a team, today,
takes a whole lot more.

(And then there's the
competition - constantly
promising your best people,
bigger and better carrots.)

So now, your carrot, has to be
larger, juicier, more interesting.



The original humble root,
one fears, is hardly up to
the challenge.

Which means you,
need to be a lot more
imaginative, than our friend
the farmer.

We, can help.

We can offer you a variety of
exciting vacation packages,
with which to reward, and
motivate, your top performers.

Cruises, adventure holidays, the new
'wonders of the world'.
We have great value packages,
for them all.

(And, of course, there's nothing
like just a little R&R,
to recharge your team,
for the year ahead.)

Pick one of our Work-Perk Tours,
and give us a call. We'll handle all the details
while you relax.

Secure in the knowledge that you,
have the biggest carrot in town.

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the circle